

Richard Gee

From: ttreview@server14.01domain.net on behalf of Australian Directory [info@thetrainingreview.com]
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To: Richard
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The Training Review

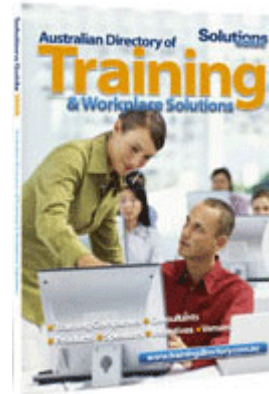
Updates & Special Links
Friday 7th June 2007

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Adding Spice ([Article below](#))

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Adding Spice to What You Say & Write

By Winston Marsh

If you've been acquainted with me for while you'll probably have gathered that I'm a fan of Winston Churchill. He was the British politician who had a huge impact on his country and empire in the first half of the last century, particularly as Prime Minister during the dark days of the Second World War.

You might think that's because I was born on his birthday and named after him but that's not the real reason. It's because I love his speaking and writing skills (and I do a bit of them myself!). Whatever your business, it'll do you a power of good if you copy some of his methods to make your speaking and writing more interesting to the listener or the reader. And, if it's not interesting, you lose them.

One device he used with great success to spice up what he said or wrote was "chiasmus" which is a reversal in the order of words in two otherwise parallel phrases.

Here are a few examples how an otherwise fairly bland statement comes alive and is memorable using this sneaky little trick.

"All I can say is that I have taken more out of alcohol... than alcohol has taken out of me."

"An optimist sees an opportunity in every calamity; a pessimist sees a calamity in every opportunity."

"Now this is not the end. It is not even the beginning of the end. But it is, perhaps, the end of the beginning."

"He has to conceal what he would most wish to make public, and make public what he would most wish to conceal."

When you're next putting some words together look for the opportunity to use chiasmus... writing like that will be good for you and that will be good for your writing!

For more information on Winston Marsh and the services he provides please visit his [website](#)

Special Offers

Age Management Training

Teaching mature workers how to turn their past experience into future opportunities

Owing to the previous Sydney Workshops selling out we have received many requests asking when they would be available again. We are pleased that we are able to offer two additional programs.

Take Advantage of this Opportunity - **For a \$75 fee (not a misprint)** participants receive the one-day "train the trainer" workshop, the full program materials (participant manual; leaders guide; PPT) to enable them to deliver the training.

Accredited trainers will then be able to create opportunities to deliver this new package. They will be asked to report to AIM on their activities in this area.

What next?

There are only two Workshops at this fee in North Sydney on Friday 22 and Wednesday 27 June.

If you are interested in attending one of the Workshops, contact Ernie Waldstein by the end of Monday 11 June (the public holiday) - with your contact details and which workshop/s you can attend.

For more information visit here

Please forward this email to anyone you consider may be interested.

If you have any questions, please do not hesitate to contact:

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Australian Training & Workplace Solutions

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On This Day (7th June)

- 1329** Robert Bruce leader of the Scots, dies at 53
 - 1631** (Dies) Mumtaz Mahal wife of Shah Jahan of India, her tomb (Taj Mahal)
 - 1909** (Born) Jessica Tandy London, actress (Birds, Cocoon)
 - 1917** (Born) Dean MArtin singer/comedian (partner for Jerry Lewis)
 - 1929** Vatican City becomes a sovereign state
 - 1940** (Born) Tom Jones Ponypridd Wales, singer (What's New Pussycat)
 - 1971** (Born) Mark Wahlberg Mass, Rapper/Actor (The Departed)
-

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Time Management

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