Streamline Promotions Host Workshop on Exceeding Expectations

Friday 22 May, 2015

Streamline Promotions, a Bristol based outsourced sales and marketing firm, recently hosted a workshop that focused on mental attitude, exploring the limitless possibilities an open mind can bring. Managing Director at Streamline Promotions, Ben Streames, took the idea from a video he had viewed of motivational speaker Les Brown. The Les Brown speech titled "It's possible" provided the inspiration for the workshop, taking the idea that once someone believes anything is possible, anything can be achieved.

About Streamline Promotions: http://www.streamline.gb.com/about-us/

MD of Streamline Promotions, Ben Stream used the example of Roger Bannister's 4 minute mile record, for the workshop.

Before April 1954, the idea of someone running a mile in under 4 minutes seemed impossible with so many people trying and failing. Roger Bannister then came along and broke it and since then, over 20,000 people have done it, including high school kids. Because people knew it had already been done, there was a new belief that it was possible. If people are aware something has already been accomplished, they then believe in their heart that they can do it too. Rather than focusing on past histories, getting caught up on previous outcomes; success is often a result of perceptions according to motivational speaker, Les Brown.

Les Brown's ideology is that anything is possible. There are winners, there are losers and there are people who haven't yet discovered how to win. He believes all those individuals need is some help and coaching to give them access to the unlimited power they have within themselves. He encourages people to look at their goal every day and say it's possible. Reiteration of those two simple words, is what takes a goal from a dream to a reality. "Operate out of your imagination, not your memory," says Les Brown.

"I related to what Les Brown was saying and the example of the Roger Bannister 4 minute mile really resonated with me. For many, something isn't real unless they have seen it for themselves. I wanted to take this idea and use it as a training method," said Ben Streames, Managing Director at Streamline Promotions.

Streamline Promotions specialise in direct marketing strategies. The firm endeavour to create a unique business advantage for each and every client through their direct marketing campaigns. Their company mantra is 'build great relationships': as their best work comes from long term collaborative partnerships, with not only their clients but also customers and contractors.

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