



# For them, for them... or is it?

By Paul Dunn

My early speaking mentor (the late Ron Tacchi) always taught me to focus before any speech. And he taught me a technique to do it that I do every day.

Ron put it this way, "You have to get butterflies, Paul — they're really good for you. But, the trick is to do something that gets them flying in formation."

So... for me the way of doing that is with this 2-word phrase repeated up to 6 times BEFORE I go on stage: "for them, for them, for them."

It gets the focus off me to where it needs to be.

So... imagine my surprise when I was doing a special favour for a friend, speaking for an hour to an audience of 550 school-children from 12 to 17-years old.

I did my 'for them' mantra and then I spoke quickly to 14-year old Jessica.

Jessica had played a part in making the event happen. Part of the reason for that was that she'd come with her father and brother on a Study Tour to Cambodia. And she's been impacted for life by some of the kids her age and above that we met on the tour — students from amazingly under-privileged families who were able to share with us all the most inspiring stories.

So I asked her, just minutes before I stepped on stage, 'Jess, if there were one thing you'd like your fellow students to 'get' today, what would it be?'

"Oh yes", she replied, "that's quite easy."

"You see Paul, when it comes to giving back to others, like the children we sponsor in Cambodia, we often think it's us giving to them. It isn't. It's them giving to us."

Totally profound.

It's one of those comments that stick with you for life. 'For them' becomes 'for us'.

And an interesting 'take' on the real truth about giving — it is indeed for us. Because it's us that transform through the process. And we do that every second, every day and in every way.

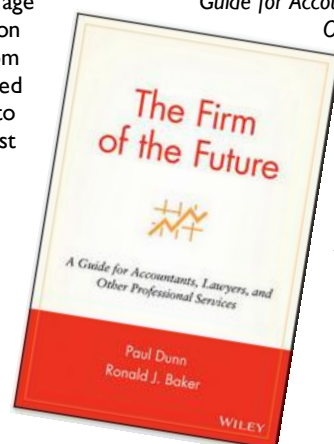
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## About the Author

Paul is a 3-time TEDx speaker. He is a Senior Fellow in one of the World's Leading Think Tanks and holds a Lifetime Service Award to the Accounting Profession in the UK.

Paul recently featured in Forbes Magazine alongside Sir Richard Branson in a global piece on 'disrupters' in business.

His book, *The Firm of the Future: A Guide for Accountants, Lawyers, and Other Professional Services*, is regarded as a breakthrough book for professional knowledge firms. Paul is Chairman of the revolutionary



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