

Presentation to Troops

HRH King Henry V

St Crispin's Day 1415

*Harry,
I've added some general comments.
And headlines to make it easier to
follow. I think Will will like them.
Makes it more punchy.*

- Geoffrey

**Once more unto the breach, dear friends, once more;
Or close the wall up with our English dead.
In peace there's nothing so becomes a man
As modest stillness and humility;
But when the blast of war blows in our ears,
Then imitate the action of the tiger:
Stiffen the sinews, summon up the blood,
Disguise fair nature with hard-favour'd rage;
Then lend the eye a terrible aspect;
Let it pry through the portage of the head
Like the brass cannon.**

Let the brow o'erwhelm it

As fearfully as doth a galled rock
O'erhang and jutty his confounded base,
Swill'd with the wild and wasteful ocean.
Now set the teeth and stretch the nostril wide;
Hold hard the breath, and bend up every spirit
To his full height. On, on, you noblest English,
Whose blood is fet from fathers of war-proof-
Fathers that like so many Alexanders
Have in these parts from morn till even fought,
And sheath'd their swords for lack of argument.
Dishonour not your mothers; now attest
That those whom you call'd fathers did beget you.

Be copy now to men of grosser blood,
And teach them how to war. And you, good yeomen,
Whose limbs were made in England, show us here
The mettle of your pasture; let us swear
That you are worth your breeding- which I doubt not;
For there is none of you so mean and base
That hath not noble lustre in your eyes.
I see you stand like greyhounds in the slips,
Straining upon the start. The game's afoot:
Follow your spirit; and upon this charge
Cry 'God for Harry, England, and Saint George!'

Harry,

Will's draft has some good material but it does go on a bit (as usual!) – why can't he learn to make this stuff rhyme?

Put in some graphs and generally make it a bit more lively, and it will make a good presentation.

But I'd cut it at 'brass cannon' - you'll need to keep it down to 20 minutes or so in case the French attack.

Geoffrey

Today's Agenda

- Proposed strategy
- Tactical options
- Historical perspective
- Research
- Packaging
- Execution
- Summary & Conclusion

*Harry,
I've put this in to hold it
all together; otherwise
it's going to seem a bit
disorganised. A bit like
one of Will's prologues,
only shorter!*

Strategy

- Once more unto the breach, dear friends,
once more

H,

I've a problem with this: it's a bit patronising. Cut out the repetition of 'once more' – always try and keep things tight. Less is more!

'Dear' is a touch familiar for this audience, and 'friends' is pushing it a bit. They know half of them will be dead by nightfall.

Perhaps a bit more detail on when, which breach, and what to do afterwards.

Can you work in a good joke like 'Men, get stuck in' (i.e. stuck in the breach)...?

Tactical Options

- Close the wall up with our English dead
 - French ROD (rate of death) forecast to overtake English at 1420 approx
 - Mainly archers (expendable) for wall closing

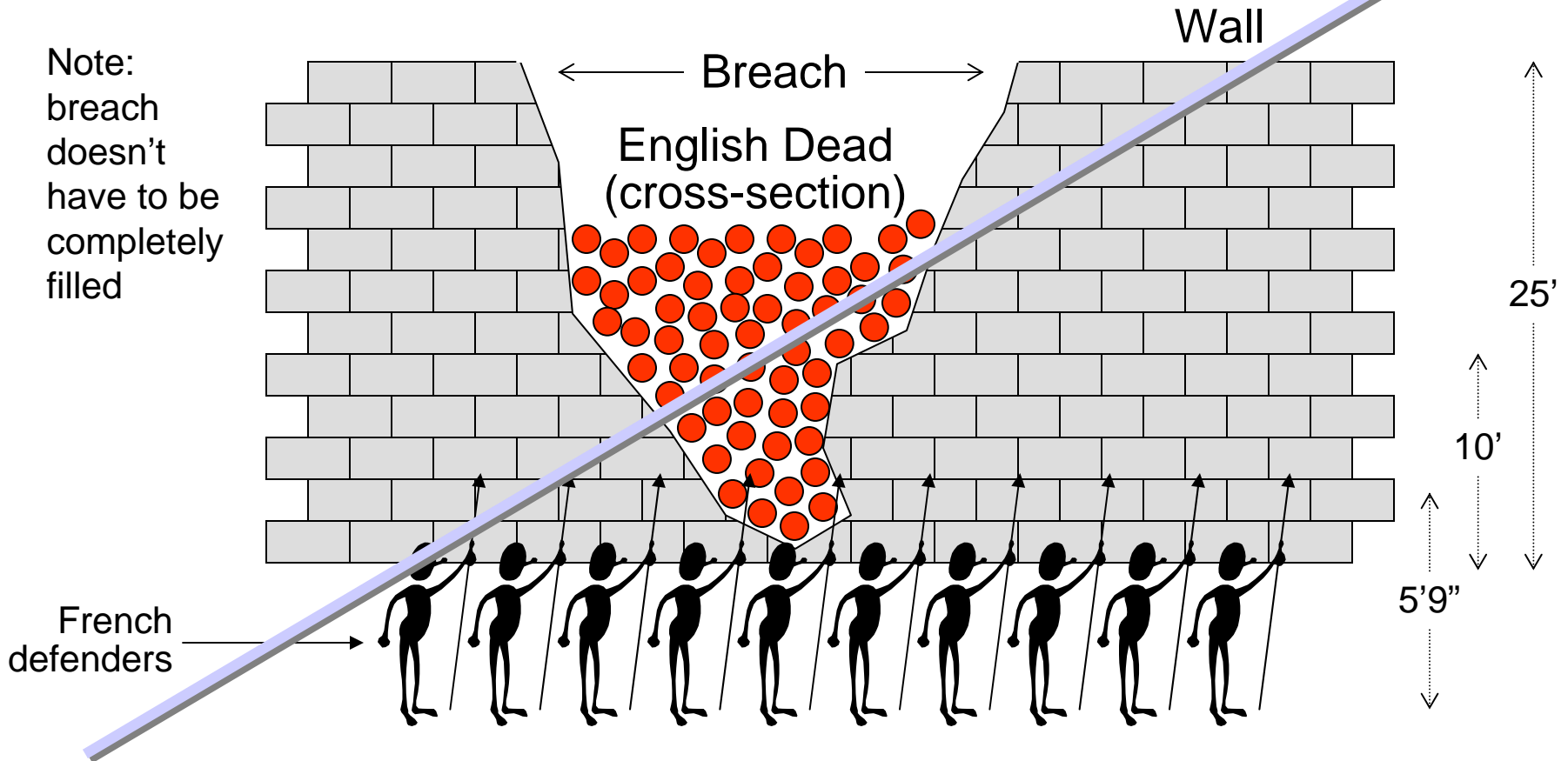
H: Very good! Makes best use of scarce resources.

Needs a few more sub-points – who is going to do this, is it just the local dead or do we bring them in from the camp? I like the graphs that follow.

But don't we need a few more options, just in case? What if there aren't enough dead to fill the wall? Would it be ethical to use French dead?

Breach Infill Schematic

(French viewpoint)



DON'T SHOW THIS!

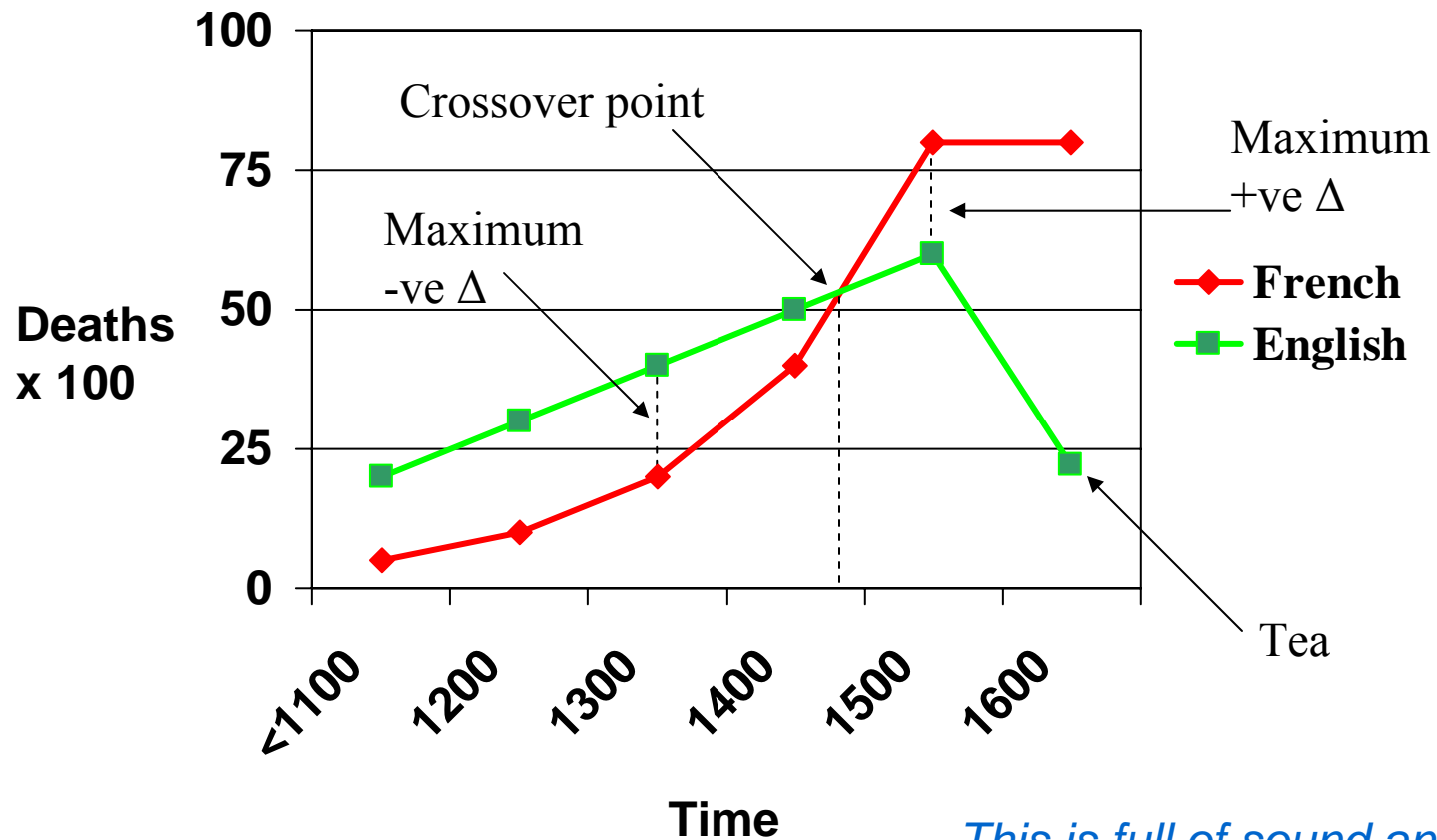
I know a picture is worth 10,000 words and all that, but there is a time and a place.

Not to scale

Tactical Options:

English vs French Dead

including mortally wounded but not quite dead yet



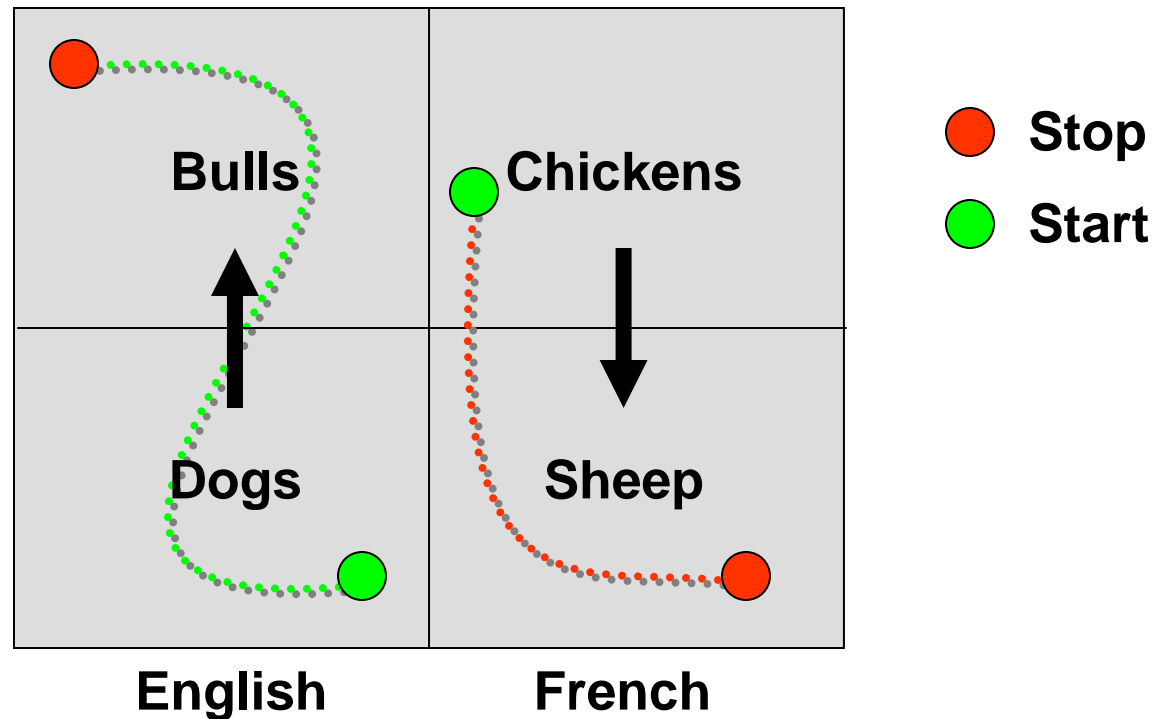
*This is full of sound and fury,
but what does it signify?*

Source: HM Scribes Office estimates

Tactical Options:

English Strategy Quantification

Bull-Sheep interpolated tracking model[®]

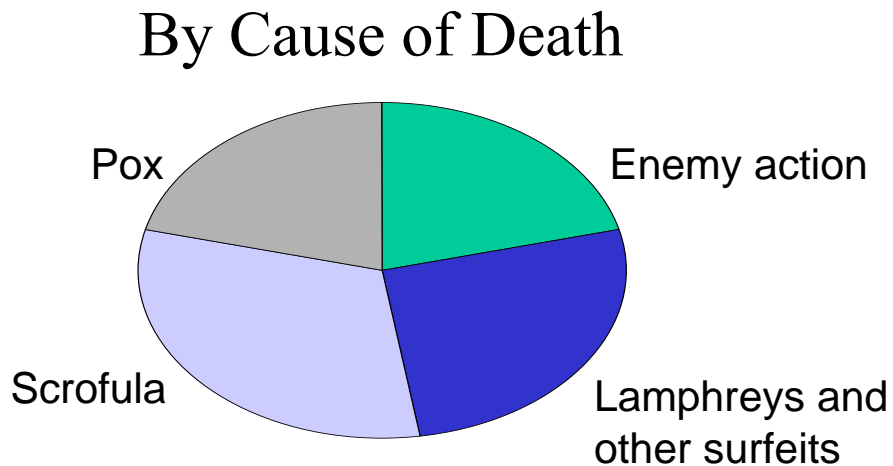
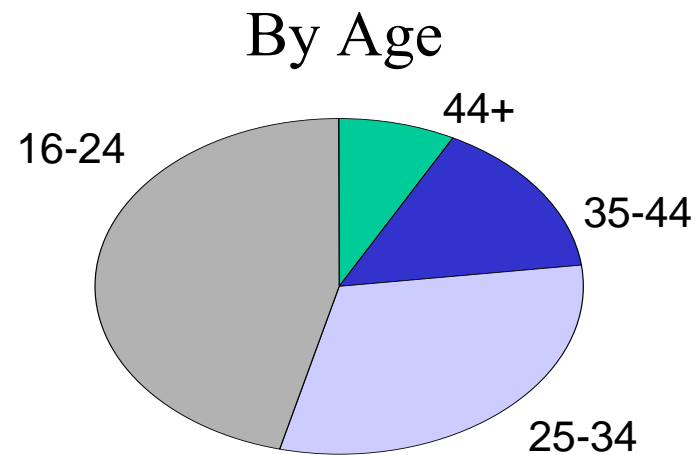
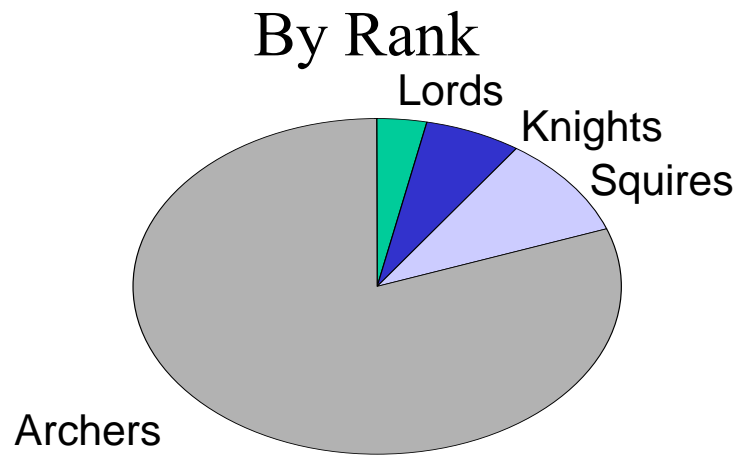


- English demonstrate simplified inverse hysteresis curve methodology while French respond with predictable L-curve behaviour

Source: McKithsey & Kin

Tactical Options:

Anticipated Wall Closure



Source: HM Scribes Office estimates

Tactical Options:

Problems & Opportunities

The Archers

- Small due to poor food, so high mortality rate needed to achieve sufficient infill height
Put more substantial figures in front line to bulk up wall faster (e.g. Lords, squires, bards – this will also optimise press coverage)
- High hit rate among target audience
Fill Archer quivers with barbed shafts ready for early evening repeat

Historical Perspective

- In peace there's nothing so becomes a man as modest stillness and humility

Seems a bit long-winded. Couldn't we get something in about cricket or bear-baiting? Or even sex?

Research

- But when the blast of war blows in our ears, then imitate the action of the Tiger – stiffen the sinews, summon up the blood

What's the Tiger got to do with this? How many of our target audience even know the river's in Rome?

Most of these people are going to die tomorrow. Most of them just want to get laid. Can we change Tiger to Goat?

Packaging

- Disguise fair nature with hard-favour'd rage

Now you're talking!

The new armour is great, by the way, especially against slings and arrows and other misfortunes.

Marketing plans

- Then lend the eye a terrible aspect

The eye's have it!!

Seriously, is this on strategy? Don't we want the French to have the bad eyes? or is this a double bluff?

Need much more detail if we're going to get anywhere with this. And a decent media budget.

Execution

- Let it pry through the portage of the head like the brass cannon

I'm a tinsey bit worried about this.

The brass cannon bit is good, really good. And I can see some great graphics using the cannon and the head – lots of blood and gore and stuff. The people doing the documentary tapestry will love it.

But as a call to action it is a bit tortuous, even for Will.

What about 'port-hole' instead of 'portage'? - bringing in the Navy would be good.

And 'pry' sounds a bit weak. We need something more graphic like 'smash' (now that really would make a port-hole!).

Summary

- Great strategy
- Strong tactical options
- History on our side
- God on our side
- New armour all the rage
- Great execution

Great stuff!
Give me excess of it!
We can't lose!



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