



Ford v Ferrari: The Power of Persuasion

I watched Ford v Ferrari a few nights ago, or as it's sometimes known, Le Mans '66. Not the first time, I absolutely love it.

It stars Matt Damon and Christian Bale and tells the story of Ford's battle with Ferrari at Le Mans during the 1960s. The whole film is as fast paced as the cars, and it rarely lets up.

There's an incredible scene in the film that looks at the **power of persuasion**.

After failing in their bid to buy Ferrari in 1963, Ford decide to take them on at Le Mans, the 24-hour race, and after putting millions into building the cars, they came back having lost.

"Find the key that unlocks a client's motivation, and it's a powerful thing."

Henry Ford Jr is furious and asks his chief engineer, Carroll Shelby, played wonderfully by Matt Damon, why he shouldn't fire him. What Shelby proceeds to tell Ford Jr is that they can't win a race by committee, that there's been too much interference from the board and the way to win is for him to be left to build the car and pick the team.

But then Shelby does something magical. He taps into Ford Jr's real motivation: being better than Ferrari.

He points out that, despite all four Ford cars having to withdraw because of engine problems, Ford reached a speed that Ferrari have never been able to reach up to that point and Ferrari then knew Ford had the better car.

Shelby pauses, long enough to allow Ford Jr to take in that piece of information, something Ford Jr has been driven by these last few years, before finishing with "You're welcome!"

It's absolutely spectacular.



Ford Jr gives Shelby the control he wants and the rest, as they say, is history. If you don't know what that history is, you should watch the film.

The art of persuasion.

Find the key that unlocks a client's motivation, and it's a powerful thing.

About the Author

Hi, my name is Scott Simmons and I love film! I also love business development and I'm a non-practising lawyer. I decided to combine my love of film, with my love of business development to make a series of film/legal BD analogy videos and articles that help lawyers discover the issues they need to overcome to be successful at winning new work, retaining clients and being seen as a trusted advisor!

If you would like a 30 minute, no obligation chat, then call me on 07942 892051 or email me at scott.simmons@legalbalance.co.uk

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