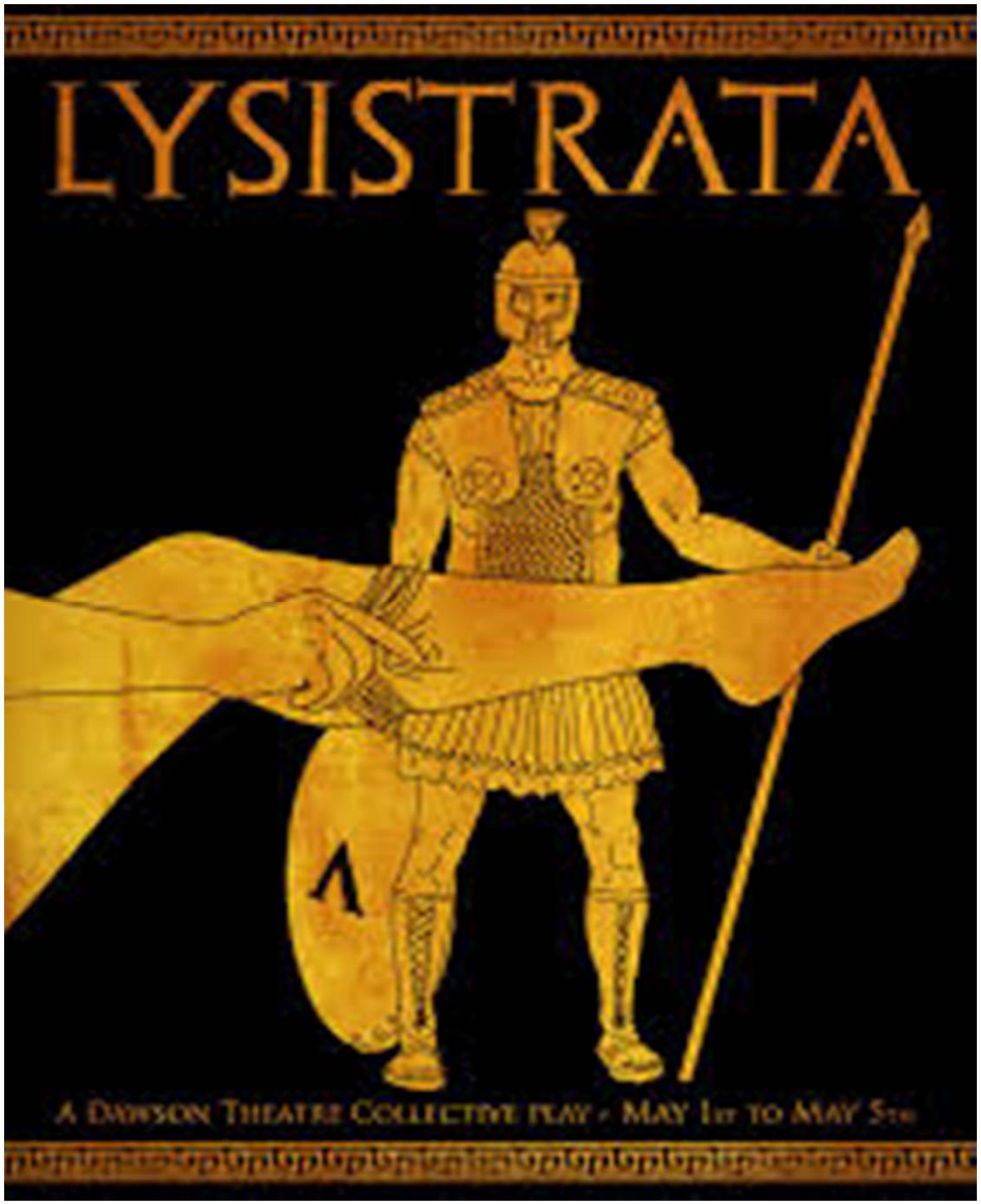
VERBAL COURAGE

Communicating your message for maximum impact

Karen Friedman

KAREN FRIEDMAN ENTERPRISES, INC.


LYSISTRATA
A Dawson Theatre Collective play - May 1st to May 5th

'99 7 12

Top 3 Female Weakness

Overly emotional

Too long to get to point

Weak words: lack authority

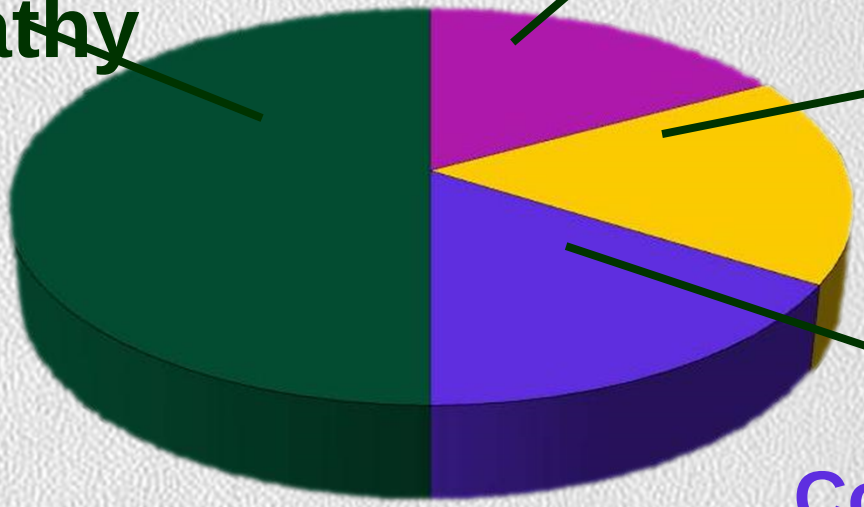
WIMPY WORDS

- Wimpy Approach
  - I think---
  - We're confident, optimistic, we expect
- Inquiries/Tag lines
  - This might work, don't you agree?
  - Here are the facts to support
- Maybe I'm not sure
  - Maybe, kinda, I think, I guess, sort of
- Padding/Negatives
  - Um, ah, like, ya know, just
  - Cannot, don't

Top 3 Female Strengths

Read body language and cues
Good listening skills
Empathetic

Credibility



People don't care how much you know until they know how much you care!

MESSAGE
AUDIENCE
PRESENT

1 2 3 4
NEXT
LEVEL

1 2 3 4
NEXT
LEVEL

TELL ME MORE

SPEAKER

- Audience
- What you do or project working on

LISTENERS

- Key take away

0039

QUIZ: Seconds to grab attention

174
NEWSPAPERS
FROM COVER
TO COVER
EVERY DAY!!!
TWO
QUADRILLION
MEGABYTES
OF INFORMATION
University of Southern California Study (2013)

Average Attention Span

- 2000: 12 seconds
- 2012: 8 seconds

9 seconds!

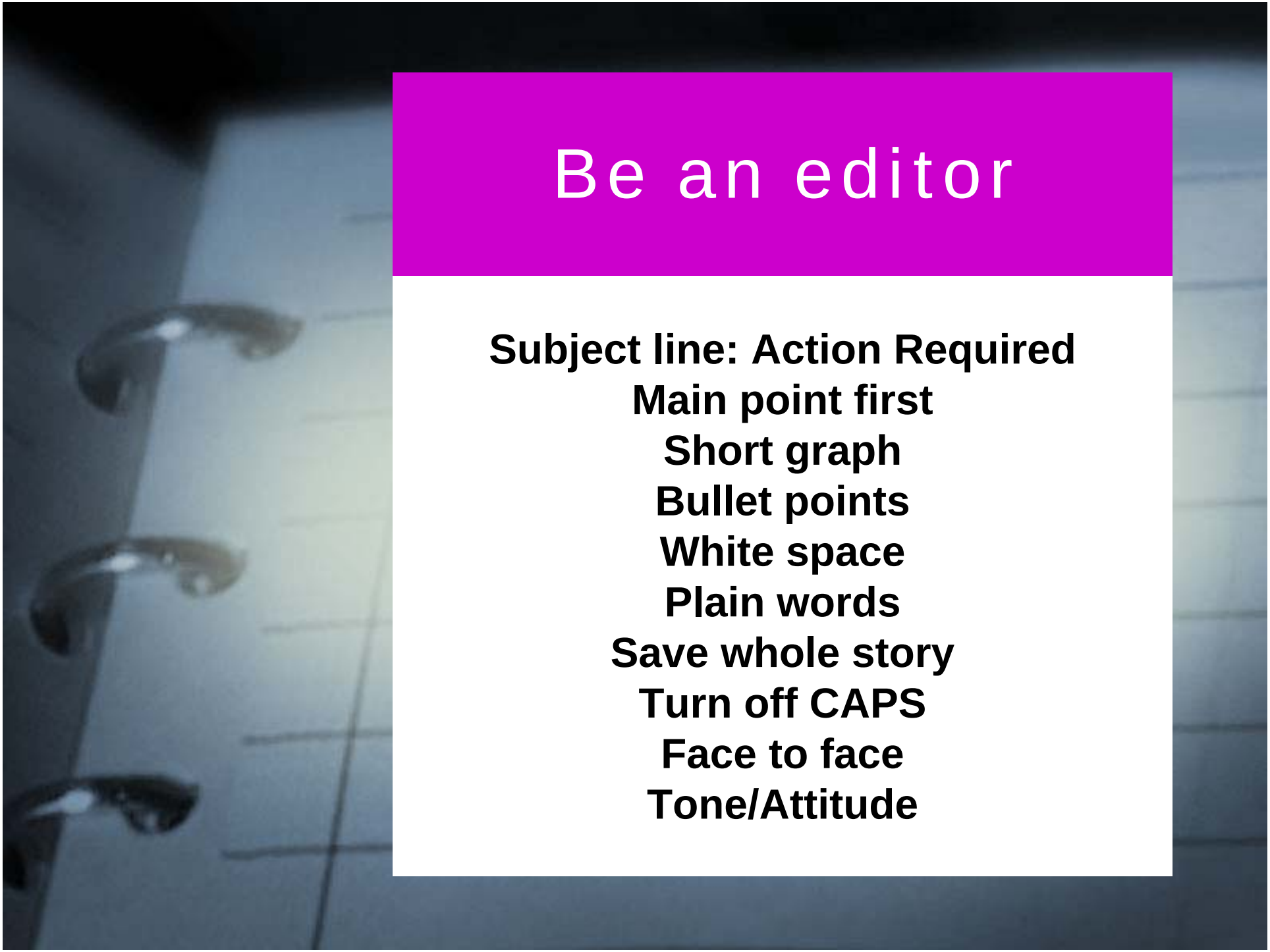
Source: Associated Press

WRITE THIS DOWN

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
11.
12.

TOP 10 REASONS I TRASHED EMAIL

1. Too Long
2. Complicated
3. Time consuming
4. Poorly Written
5. Main point buried
6. Hard to read
7. Subject Line
8. Info overload
9. Confusing
10. Don't care



Be an editor

Subject line: Action Required
Main point first
Short graph
Bullet points
White space
Plain words
Save whole story
Turn off CAPS
Face to face
Tone/Attitude

Audience

Present

Why do you want to be President?

Make Me Care Meter

New Expense Log System

- I want to talk to you about a new way we want to log expenses.
- First I'm going to take you through the program and then I will show you how you would be able to enter your receipts. When entering a receipt, you would first click here on the upper right hand side of your screen which brings up a box.
- When you open the box, you'll see another screen. It's complicated at first, but once you use it, it will get easier…….

why do I need to learn all of this?

OLD SYSTEM (per month):

4 hours per person

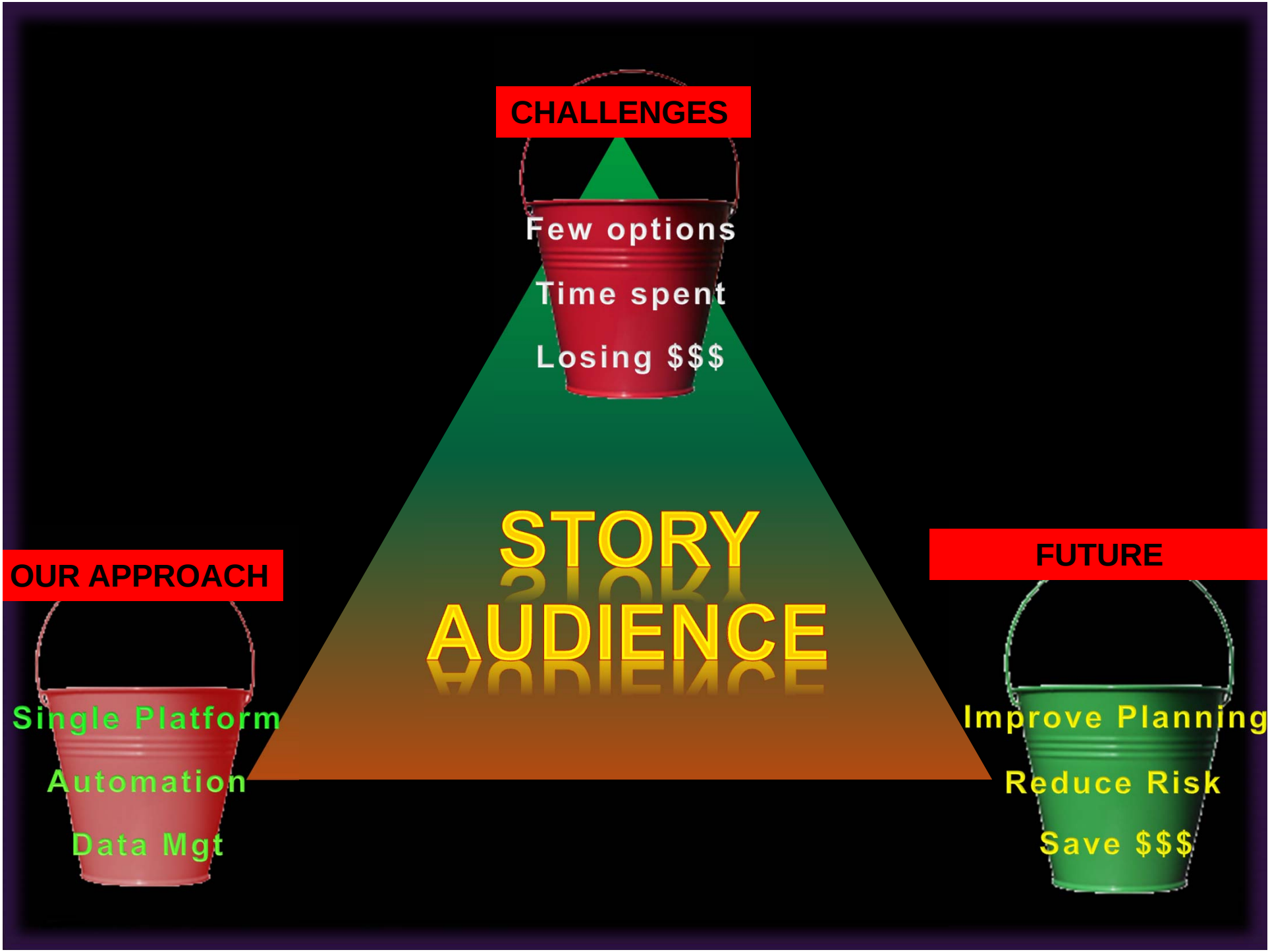
500 people
x 4 hours
2000 hours

NEW SYSTEM (per month)

1 hour per person

Saves
1500 hours

SAVINGS:
$30,000 per month
or $360,000 per year


CHALLENGES
Few options
Time spent
Losing $$$
STORY
AUDIENCE
OUR APPROACH
Single Platform
Automation
Data Mgt
FUTURE
Improve Planning
Reduce Risk
Save $$$

Lead the Way

In fact

It's important to understand

What you might find interesting

That is a common misperception so let me clarify

First, let me say

Let me point out

In reality

Quite the contrary

What we do know

That is not entirely correct, the truth is

I understand your concern, in my experience

A - T - M
WELCOME
Insert Card
Receipt
Acknowledge
Transition
and Address

PRESENT

Phone Tips

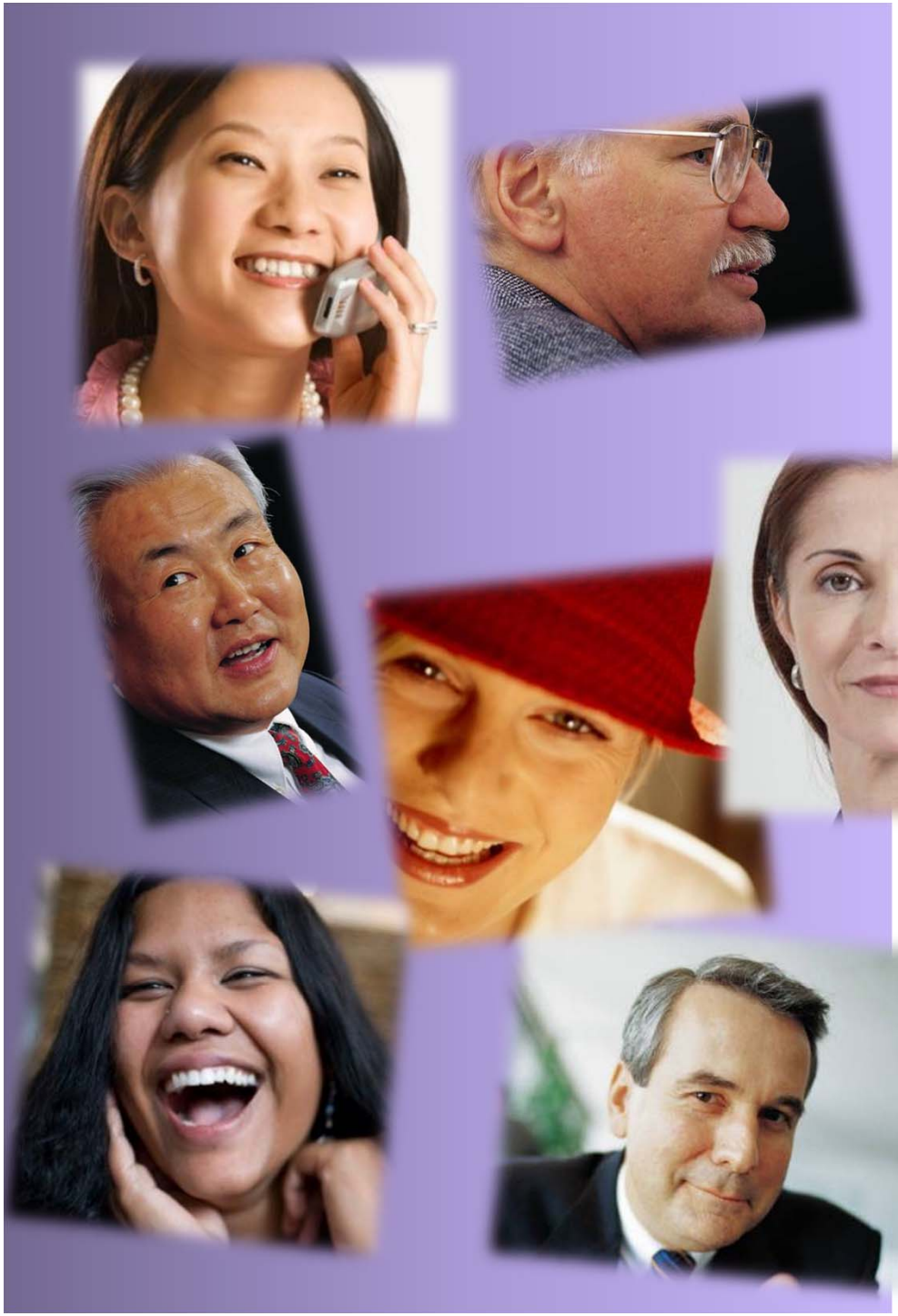
- Beginnings
  - Ignore late joiners
  - Remind, not rehash
  - No assumptions
- Have a script. Key points.
- Make it about them
  - "This will save you a lot of time and help your customers…"
- Anticipate questions
- Full attention
- "What's most important"
- Smile across miles
- Summarize/Call to action

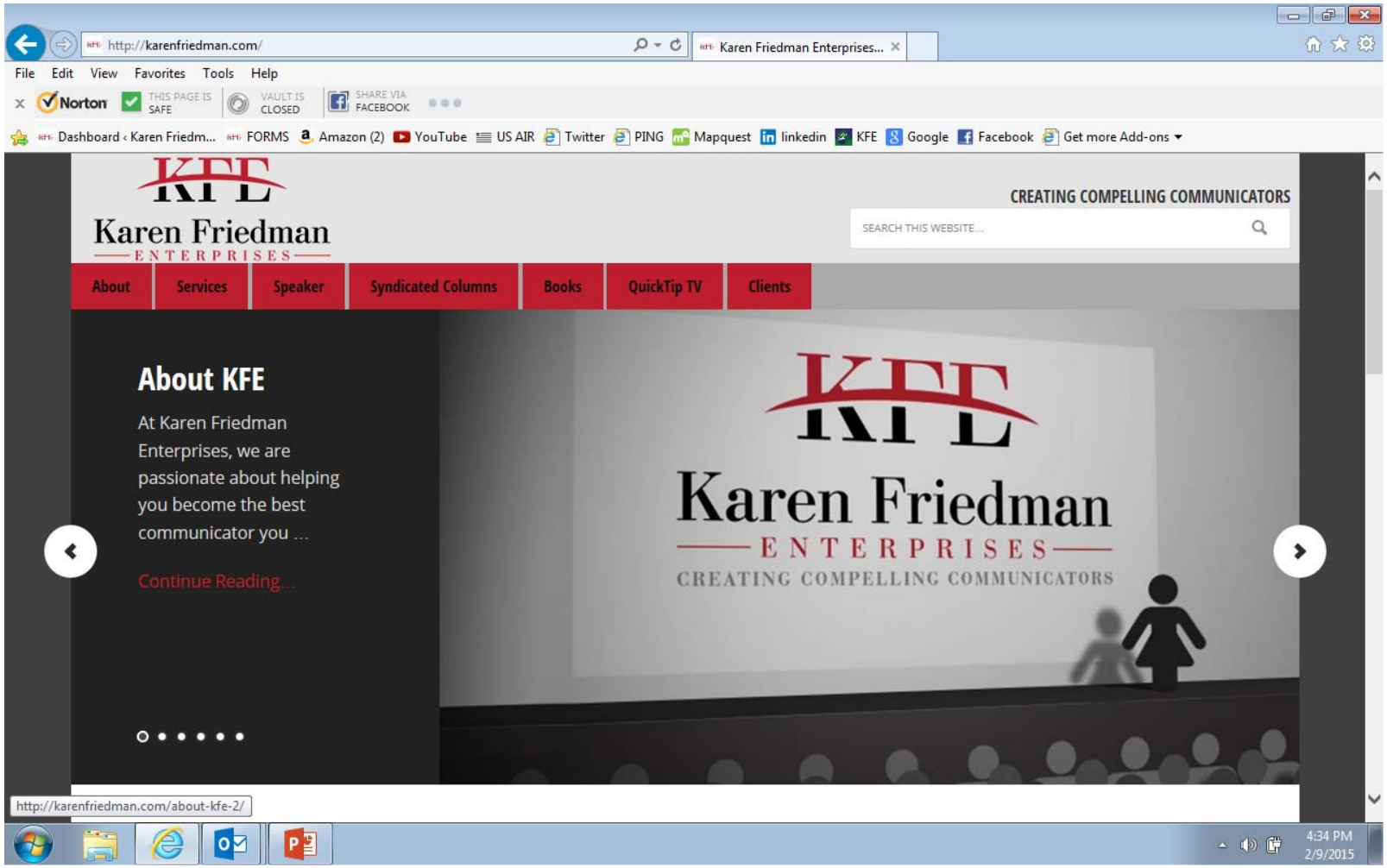
PC TO PC

- ❑ Lean Forward
- ❑ Eyes Focused
- ❑ Think TV
- ❑ Gestures and Facial Expressions
- ❑ Be a Director
- ❑ Location and Logistics

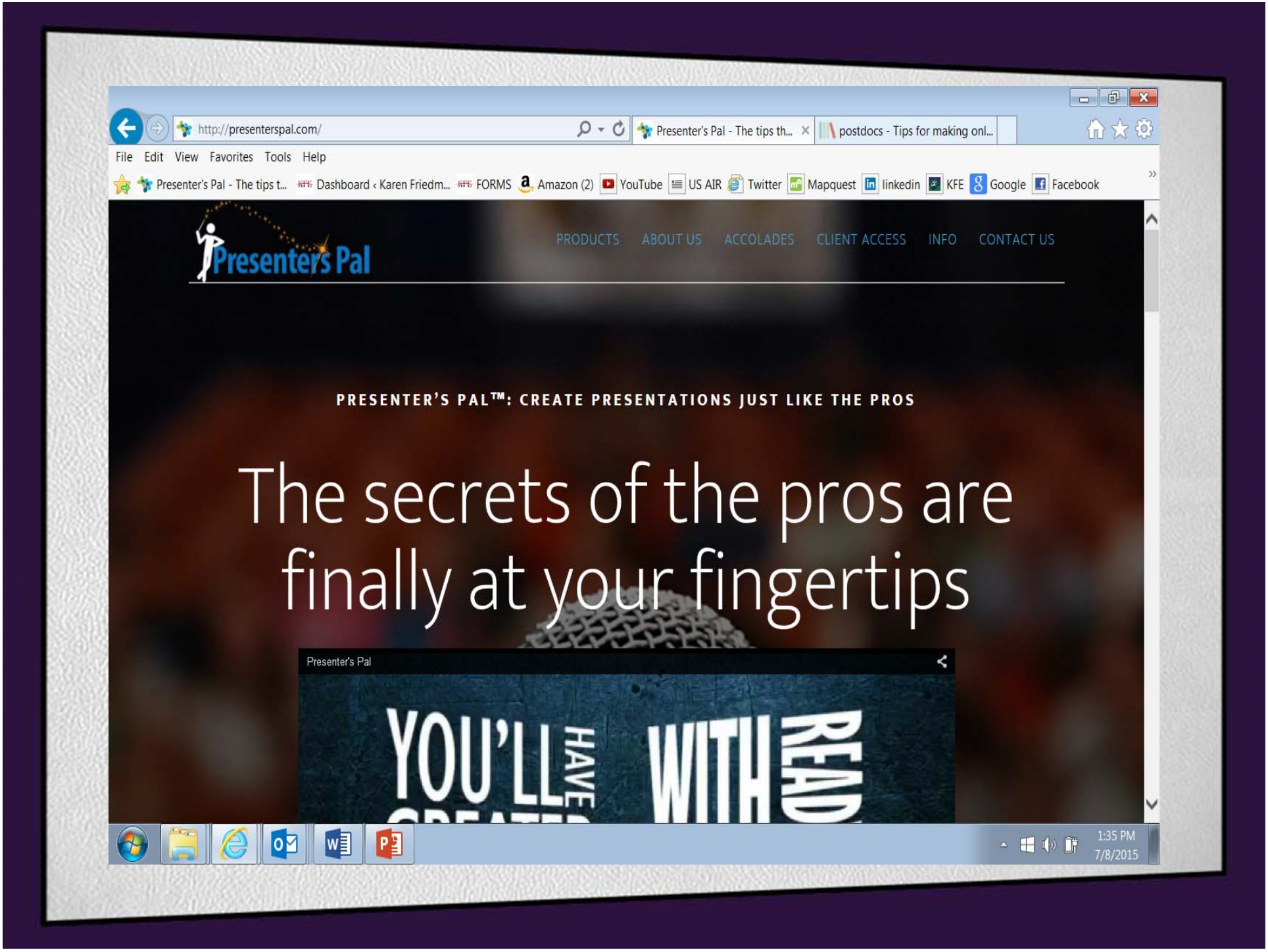
Delivery 6 P's

- Pace
- Pause
- Pitch
- Pronounce
- Project
- Plain Language





www.karenfriedman.com/vertex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The secrets of the pros are finally at your fingertips
Presenter's Pal
YOU'LL
HAVE
WITH
READ
1:35 PM
7/8/2015