



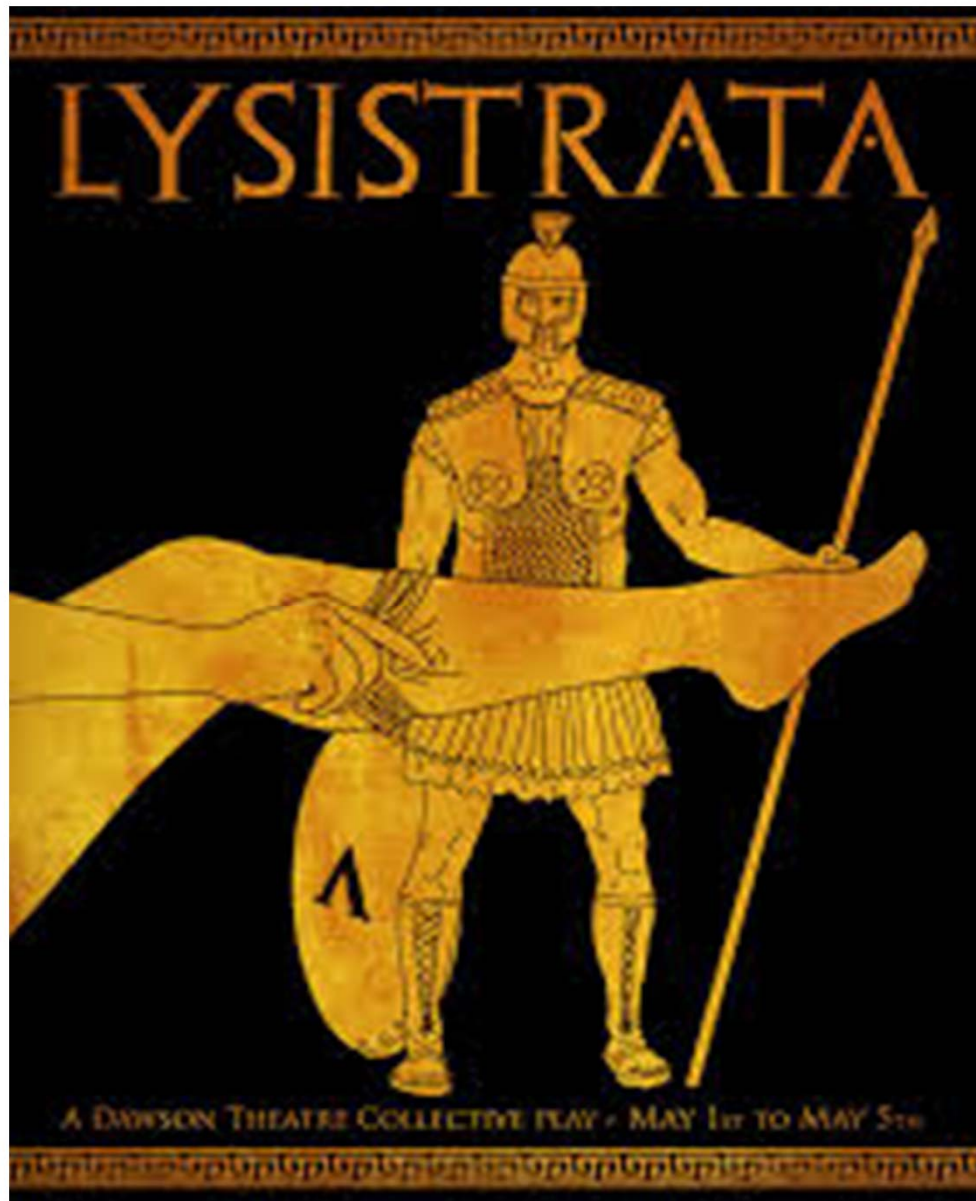
*Commanding  
Attention and  
Connecting with  
Listeners*

**COMMUNICATING  
YOUR MESSAGE  
FOR MAXIMUM  
IMPACT**

**Karen  
Friedman**













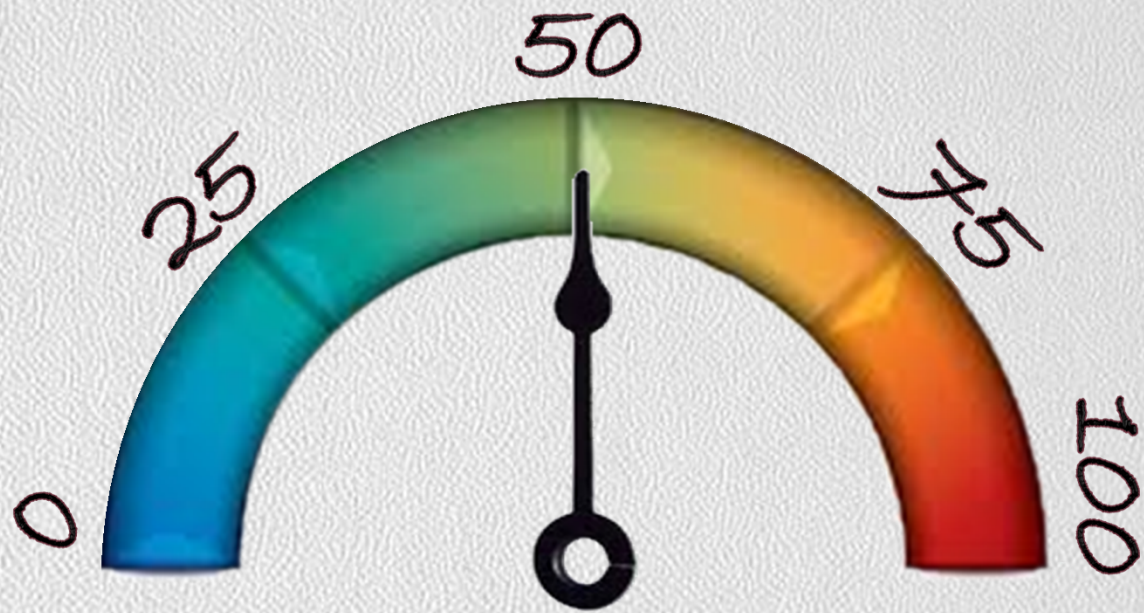












Make Me Care Meter





**M**ESSAGE

**A**UDIENCE

**P**RESENT

**ENGAGING OPENS**

**DON'T BURY THE LEAD**





# OPENING REMARKS

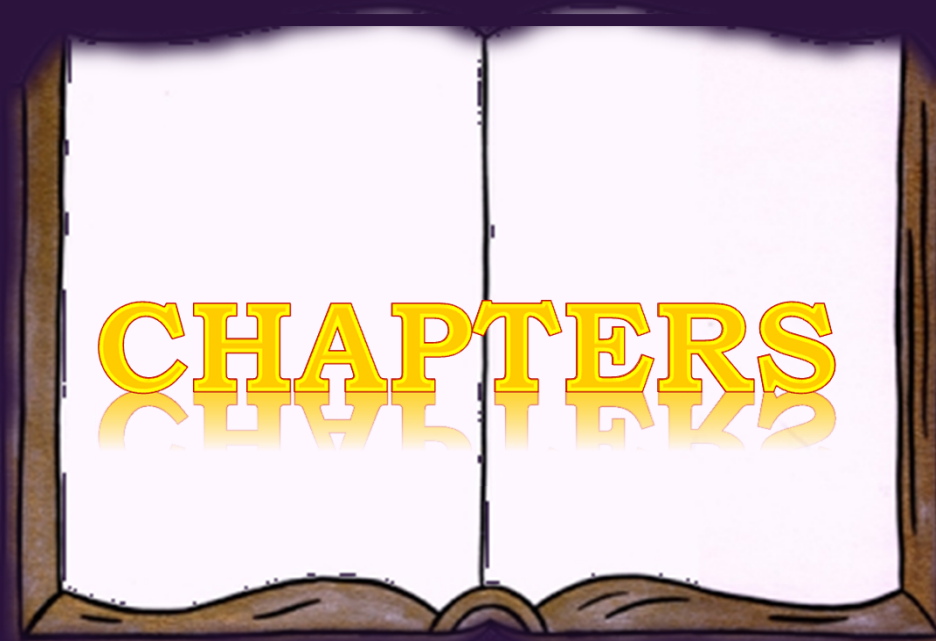
- Story
- Example
- Powerful ###
- Strong statement: silence
- Quote
- Problem/Issue
- Rhetorical Question



**ORGANIZE**







1

### **Problem**

Heart disease

Lipid profiling

Unmet need

2

### **Approach**

Novel

Diagnostics

Evidence

3

### **Data**

Facts

Research

Patients

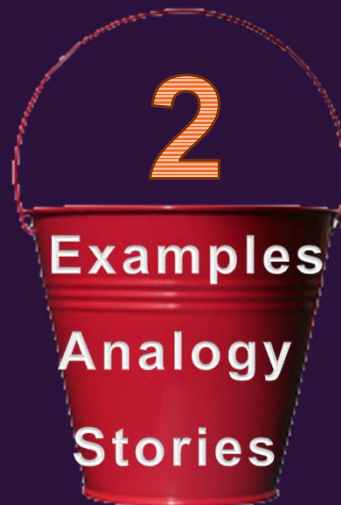
4

### **Future**

Lifestyle

ID/reduce risk

Advance tests





# 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**

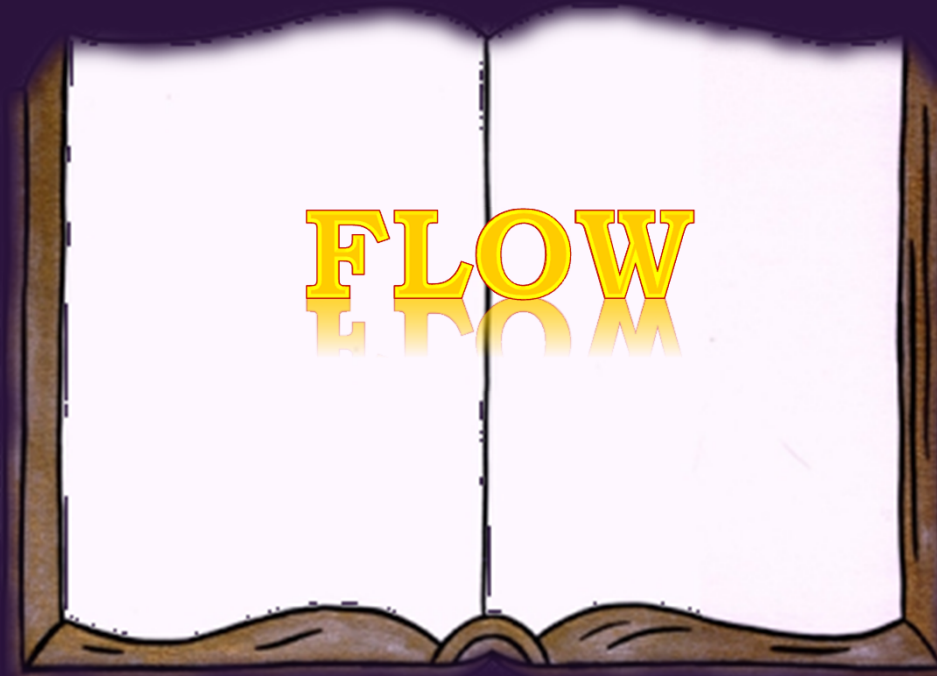
**SAVINGS:**  
**\$30,000 per month**  
**or \$360,000 per year**





**C-P-R**





**HEADLINE**

Facts

Example

Visual

Summary/Transition

**HEADLINE**

Info

Analogy

Case Study

Summary/Transition

# TRANSITIONS

- "We've talked about Point A. Now let's think about Point B."
- "Based on what you've just heard, you might think that X is true. But it's not. In fact, Y may be your best option and here's why."
- "Now that we understand the potential market, let's take a look at time lines. "
- "Shifting gears, let's move on to..."



# Are there any ???

Circle back  
Call to action  
Closing story  
Repeat key points  
Glimpse of future  
Rhetorical question  
Summary  
Strong statement  
Promise or pledge



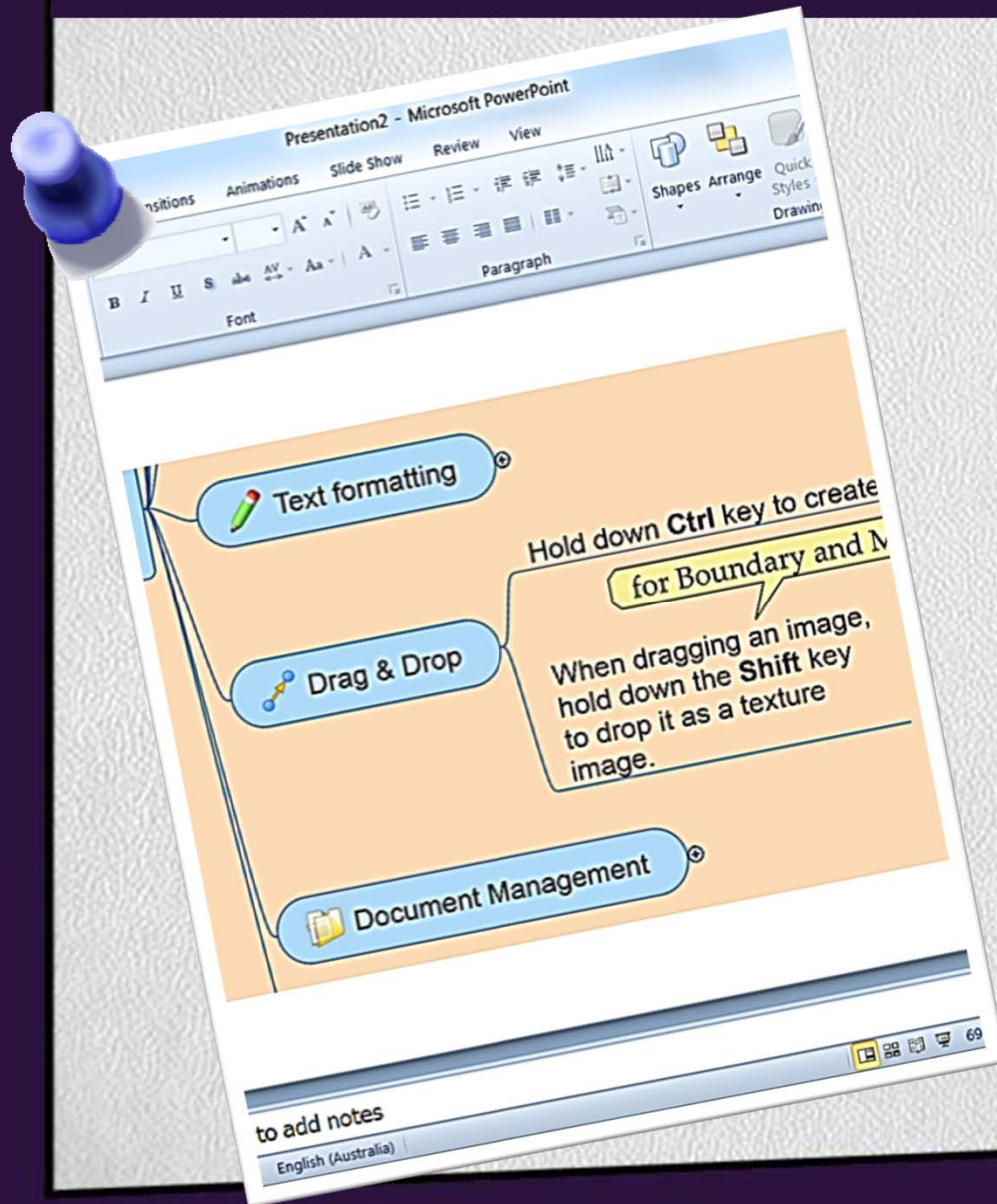
# CREATING SLIDES

- Create content first
- Slide follow you
- Headline: the BIG idea
- 2-3 supporting points
- Minimize words/Maximize pictures
- Transitions: before the next slide
  - + As we've seen, now let's take a look at
  - + That brings us to
- Large fonts
- Practice with/without
- Out loud





# NOT ABOUT THE SLIDE



1. Look at person
2. Talk, don't read
3. Pick key points
4. Examples and stories
5. Conversation vs. Presentation
6. Graphics/Pictures
7. Be a director



# BODY LANGUAGE





# MAKE YOUR BODY TALK



- Eye contact
- Take up space
- Lean in
- Head straight
- Open gestures
- Angle to face person
- Avoid barriers
- Working the room

# Delivery 6 P's



- Pace
- Pause
- Pitch
- Pronounce
- Project
- Practice out loud



http://karenfriedman.com/

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