



**BETHE LEADER YOU WANT
OTHERS TO SEE**

**Communicating Your
Message for Maximum
Impact**

How do we communicate?

**Do you speak up at meetings?
do people know what you say?**



Average employee:



1/2 work week in meetings

Average employee:



1/2 work week in meetings

How do we communicate?




How do we communicate?

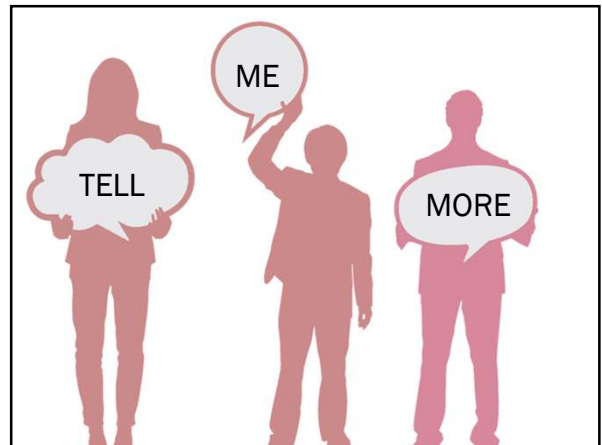




OPENING REMARKS



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



Audience Misperception




If I know it,
then
everyone
must
know it



Average Attention Span

- 2000: 12 seconds
- 2012: 8 seconds

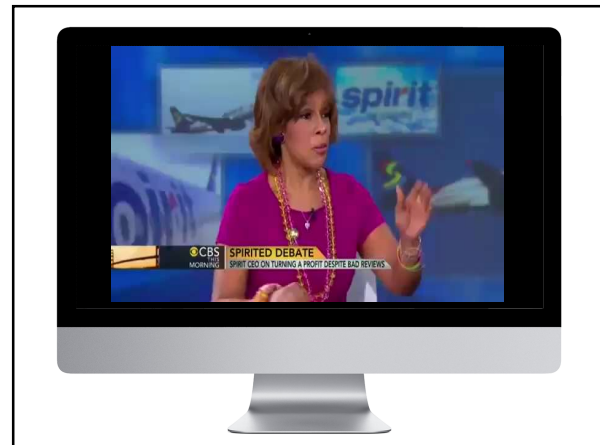
9 seconds!



Source: Associated Press

ENGAGING OPENS

DON'T BURY THE LEAD

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

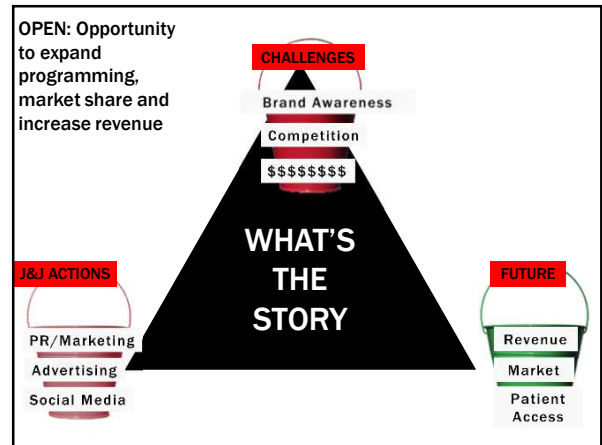
**500 people
x 4 hours
2000 hours**



NEW SYSTEM (per month)

1 hour per person
Saves 1500 hours

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



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..."



SHARE YOUR INSIGHTS



- What am I trying to communicate?
- Here is what's going on—this is what you need to know
- 2-3 key points
- Relevance: Mean to me? So What? Care?
- Actions they should take
- Simplify: Examples and analogies




C-P-R


WHAT WE REMEMBER

3 hours later:

Tell: 70%

Show: 70%

Show/Tell: 85%




WHAT WE REMEMBER

3 days later:

Tell: 10%

Show: 20%

Show/Tell: 55%



Generic built 2000 with several key themes in mind. The features represent enabling technologies that translate into compelling business benefits

Highly Reliable	Enabling Technologies	<ul style="list-style-type: none"> • Lower MTBF and greater driver testing • Elimination of most manual scenarios • Extensive clustering services • Faster system recovery and restart
Easier to Use And Manage	Business Benefit	<ul style="list-style-type: none"> • Increased user productivity • Improved operational experience
Next Generation Web Apps	Enabling Technologies	<ul style="list-style-type: none"> • 24x7 transaction support • Remote control • Self-healing • IT "fabric" management
	Business Benefit	<ul style="list-style-type: none"> • 24x7 transaction support • Remote control • Self-healing • IT "fabric" management



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

Rank	Market	Company	Product	Market	Year	Revenue	Profit
101	IT SERVICES	IBM	IBM	USA	2015	1,920,000	300,000
102	IT SERVICES	HP	HP	USA	2015	1,910,000	250,000
103	IT SERVICES	DELL	DELL	USA	2015	1,850,000	200,000
104	IT SERVICES	ACER	ACER	USA	2015	1,800,000	150,000
105	IT SERVICES	ASUS	ASUS	USA	2015	1,750,000	140,000
106	IT SERVICES	HP	HP	USA	2015	1,700,000	130,000
107	IT SERVICES	DELL	DELL	USA	2015	1,650,000	120,000
108	IT SERVICES	ASUS	ASUS	USA	2015	1,600,000	110,000
109	IT SERVICES	HP	HP	USA	2015	1,550,000	100,000
110	IT SERVICES	DELL	DELL	USA	2015	1,500,000	90,000
111	IT SERVICES	ASUS	ASUS	USA	2015	1,450,000	80,000
112	IT SERVICES	HP	HP	USA	2015	1,400,000	70,000
113	IT SERVICES	DELL	DELL	USA	2015	1,350,000	60,000
114	IT SERVICES	ASUS	ASUS	USA	2015	1,300,000	50,000
115	IT SERVICES	HP	HP	USA	2015	1,250,000	40,000
116	IT SERVICES	DELL	DELL	USA	2015	1,200,000	30,000
117	IT SERVICES	ASUS	ASUS	USA	2015	1,150,000	20,000
118	IT SERVICES	HP	HP	USA	2015	1,100,000	10,000
119	IT SERVICES	DELL	DELL	USA	2015	1,050,000	0
120	IT SERVICES	ASUS	ASUS	USA	2015	1,000,000	0



Are there any questions?

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



KarenFriedman.com/JJ