

KFF
KFL
Karen Friedman
ENTERPRISES
CREATING COMPELLING COMMUNICATORS

SHARING SUCCESS STORIES

Communicating Value to Diverse Audiences





WHAT WE REMEMBER

3 hours later:

Tell: 70%

Show: 70%

Show/Tell: 85%

A 3D pie chart with three segments: red (largest), blue, and green. The red segment represents 85% of the total.

WHAT WE REMEMBER

3 days later:

Tell: 10%

Show: 20%

Show/Tell: 55%

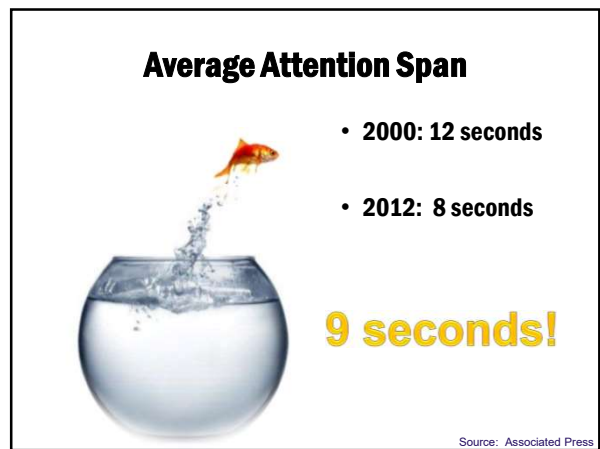
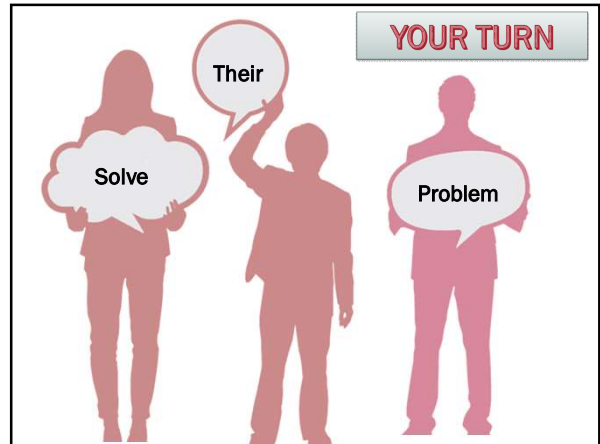
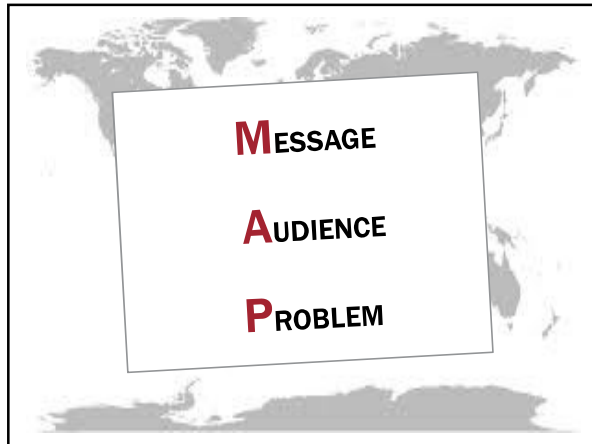
A 3D pie chart with three segments: red (largest), blue, and green. The red segment represents 55% of the total.

Telling a story

A graphic of a human head profile in grey, facing right. Inside the head is a colorful brain with three sections labeled 'Ideas' (purple), 'Thoughts' (green), and 'Emotions' (blue). Several white dollar signs (\$) are scattered around the brain. The entire graphic is enclosed in a red circular frame.

Research shows people are more likely to donate to a cause after hearing an impactful story





New Expense 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

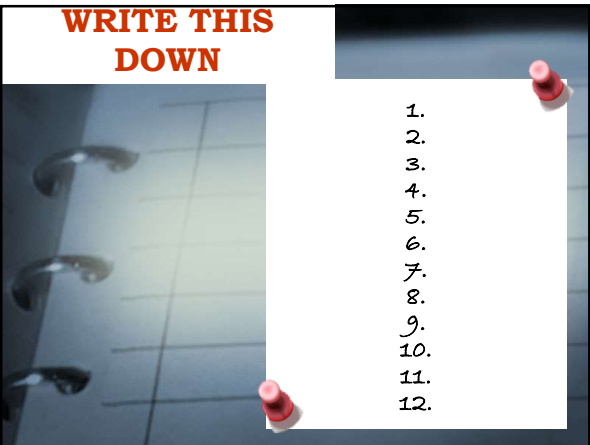
**Saves
1500 hours**

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



WRITE THIS DOWN

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

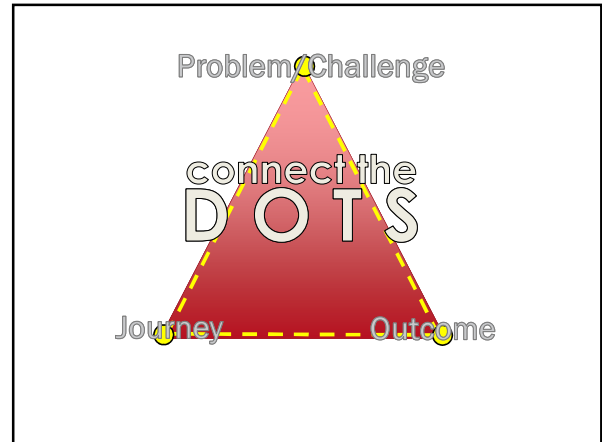
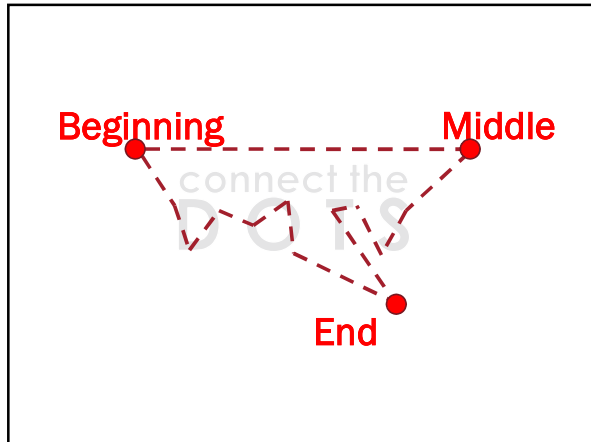


CRAFTING SUCCESS STORIES



27,000 years





CONNECT THE DOTS

Beginning: Problem
 --Life as we know it. Issue. Problem. Challenge. As a result, fell short of Q3 goals.

Middle: Journey
 --Struggle. What needs to change. Feelings, won't be easy. Must be better way. **AH-HA. MOMENT OF INSIGHT. CHANGE OF THOUGHT**

End: Outcome
 --Result. Change. Outcome. Better.



QUESTIONS

? What was his problem/challenge?

? During experience/struggle, how did he feel?

? Aha-ha moment. Insight.

? What changed? Result? Outcome?

YOUR TURN: CONNECT THE DOTS

1. Break into small groups
2. ID audience and message
3. Write story. Use worksheet
4. **AHA MOMENT:** Change. Outcomes. Perspective
5. Share with partner

Moving others to action

The listener will turn your story into their own ideas and actions



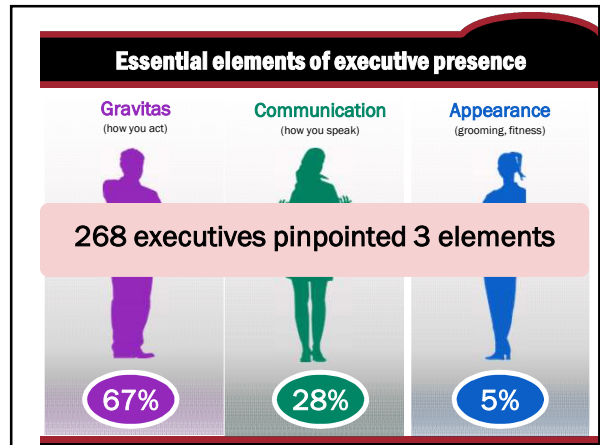
LEADERSHIP PRESENCE



Executive Presence

Managers often say to me,

“ he/she is good at what they do but they lack executive presence ”



- **P**ace
- **P**ause
- **P**itch
- **P**ronounce
- **P**roject

Delivery P's



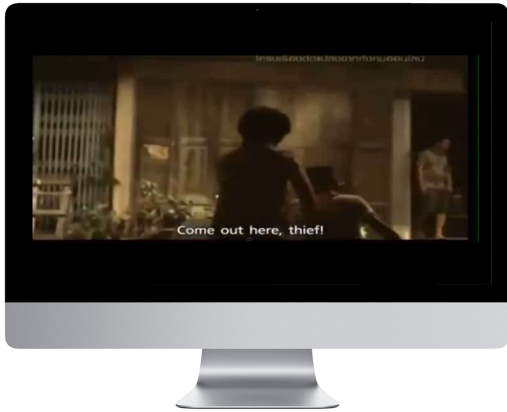
"WE offer fertilizer that will help your flowers grow big and bright"



"YOU will grow bigger brighter plants that need less watering"



C-P-R



Seat at the Table

