

BE THE LEADER YOU WANT OTHERS TO SEE

Communicating Your Message for Maximum Impact

Traditionalists: Pre 1946
 Boomers: 1946-1964
 Gen X: 1965-1976
 Millennials: 1977-1997
 Gen Y: 1977-

5 GENERATIONS

How do we communicate?

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

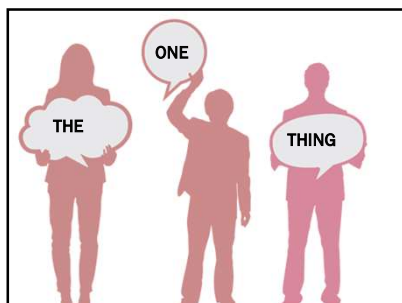
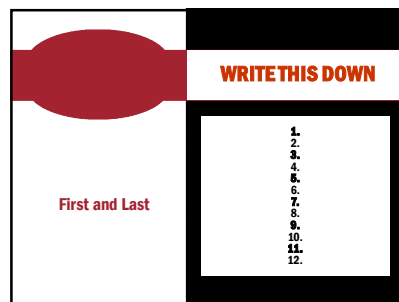
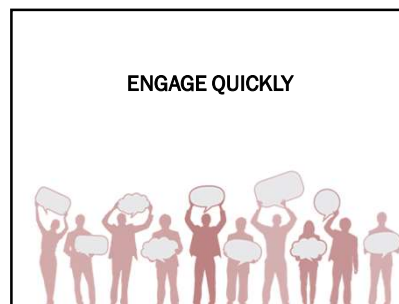
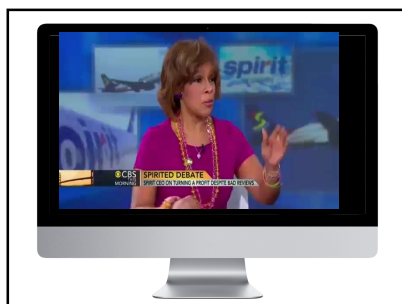
Average employee:

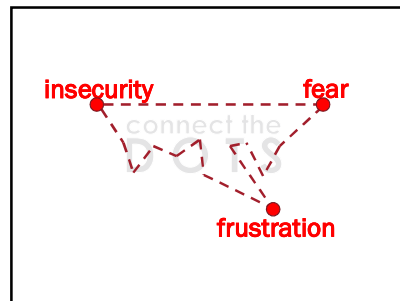
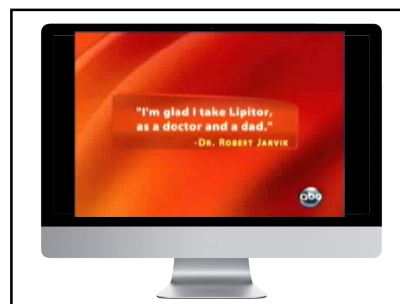
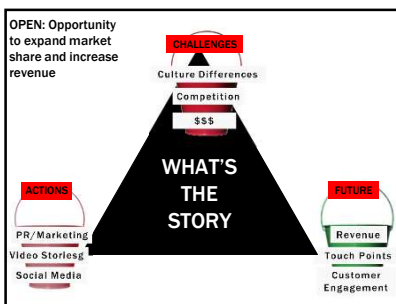
1/2 work week in meetings

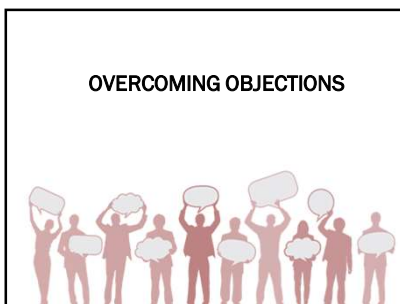
1/2 work week in meetings

How do we communicate?

How do we communicate?







OVERCOMING OBJECTIONS

Solve their problems
Address their needs
YOU versus I and me

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

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

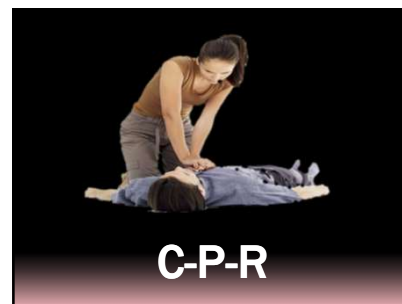
"YOU will grow bigger brighter plants that need less watering"

0 25 50 75 100

Make Me Care Meter

Telling a story

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

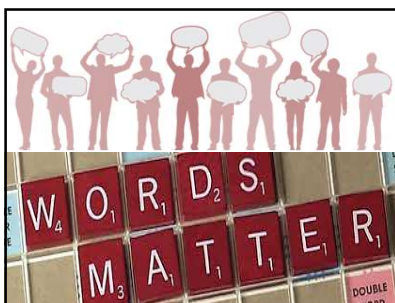
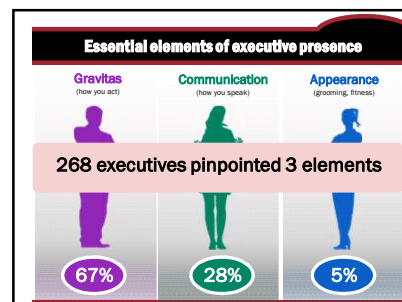


BODY LANGUAGE

Executive Presence

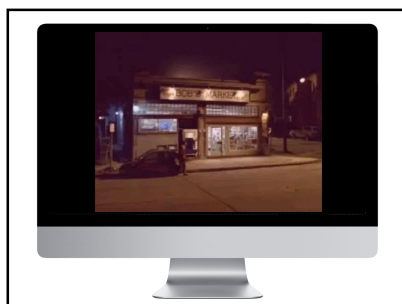
Managers often say to me,

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



WIMPY WORDS

- W**impy Approach
 - I think...we might...maybe
 - We're confident, optimistic, we expect
- I**nquiries/Tag lines
 - This might work, don't you agree?
 - Here are the facts to support
- M**aybe I'm not sure
 - Maybe, kinda, I think, I guess, not at all, um, ah, like, ya know, just
- P**retend
 - Bizspeak, jargon, gobbledegook



SHAREYOUR 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

SEAT AT THE TABLE

KarenFriedman.com/Zully

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

Highly Profitable	Enabling Technologies	<ul style="list-style-type: none"> • User driven and custom user settings • Integration of fully track customer • Ability to deliver from any location • Ability to use any device • Ability to use any device
Easy to Use And Manage	Business Benefit	<ul style="list-style-type: none"> • Ability to use any device • Ability to use any device • Ability to use any device • Ability to use any device
Next Generation Web Apps	Enabling Technologies	<ul style="list-style-type: none"> • User driven and custom user settings • Integration of fully track customer • Ability to deliver from any location • Ability to use any device • Ability to use any device

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

