



**Karen Friedman**  
— ENTERPRISES —  
CREATING COMPELLING COMMUNICATORS

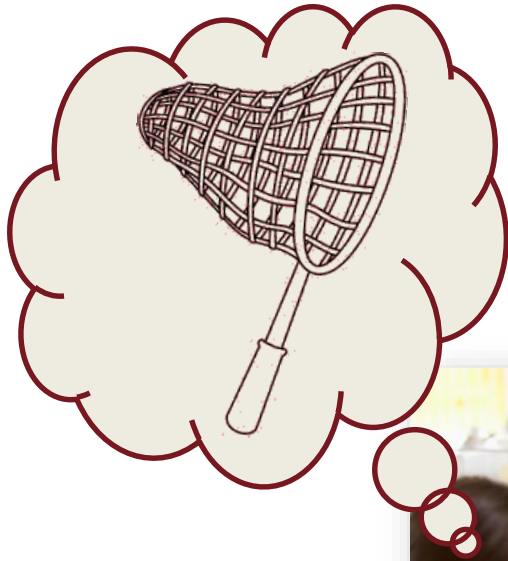
# Speaking Habits of Successful Women

**Communicating  
with Impact**

**Average employee:**



**1/2 work week in meetings**



**1/2 work week in meetings**

# **REASONS PEOPLE DON'T SPEAK UP**

- **Shy**
- **Lack self confidence**
- **Ideas shot down**
- **Confrontation**
- **Perceived negatively**
- **Can't think on feet**
- **Need more time to prepare**
- **Interrupted**
- **Tough to cut in**
- **Intimidated**
- **Too new**
- **Afraid of being wrong**

# How do we communicate?

~~And what if you don't speak?~~  
Do you speak up at meetings?  
do people talk enough? you say?



# How do we communicate?



# How do we communicate?



# **WHAT IS AN ASSERTIVE COMMUNICATOR?**

**BEING ABLE TO STAND UP FOR YOUR OWN OR OTHER  
PEOPLE'S RIGHTS IN A CALM AND POSITIVE WAY,  
WITHOUT BEING AGGRESSIVE, OR PASSIVELY WRONG.**



# Top **3** Female Weakness



**Overly emotional**  
**Too long to get to point**  
**Not authoritative: weak words**

Research: Carol Kinsey Goman

# PERMISSION SLIP

I, YOUR NAME,

give myself permission to:

STOP TRYING TO BE LIKE MEN



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# TONE

- **Assertive not aggressive**
  - **Look in eye**
  - **Respectful, not dictatorial or threatening**
  - **Strong statements**
    - **We've been a little off, but if we do a, b, c, we might be able to increase profits**
    - **We have an opportunity to increase sales by 50%**

# HIT THE HEADLINE



# What People Remember after a 10 minute Presentation

So what's the 10%  
you want people  
to remember



# GO FOR THE 10%

1. Pick a partner
2. ID who they are
3. Ask questions.
4. Hit headlines. **Focus on 10%**
5. Switch Roles



# OPENINGS

- **Look for openings**
  - **Strategies to speak up**
  - **Inviting questions**
  - **C-P-R**





**Speak Up**

## **Preparation**

- **Why am I here?**
- **How can I help?**

**2-3 points in advance**

- **Saw, heard, experienced**
- **While talking to Ben**

**Piggyback: use their words**

- **You mentioned partnering**
- **So if we improve efficiency**



**Techniques to Speak Up**



**Speak Up**

## **Help them elaborate**

- **Now that you've shown us x, how do we---**

## **To disagree**

- **Here's another perspective**
- **In my experience**
- **Joe, I agree the highest priority should be sales. That's why I suggest this approach.**

## **Appeal**

- **Bob, I've always respected your opinion so when you say-**

**Techniques to Speak Up**

# Inviting Questions

- **Can you give me an example?**
- **If I understand what you are saying, you want to know---**
- **So Jeff, if we continue with the schedule you've outlined does that mean we will hit our goal before Q3?**
- **What challenges do you anticipate?**
- **Can you explain how the process works?**
- **In your opinion, what are next steps?**

# New Expense System

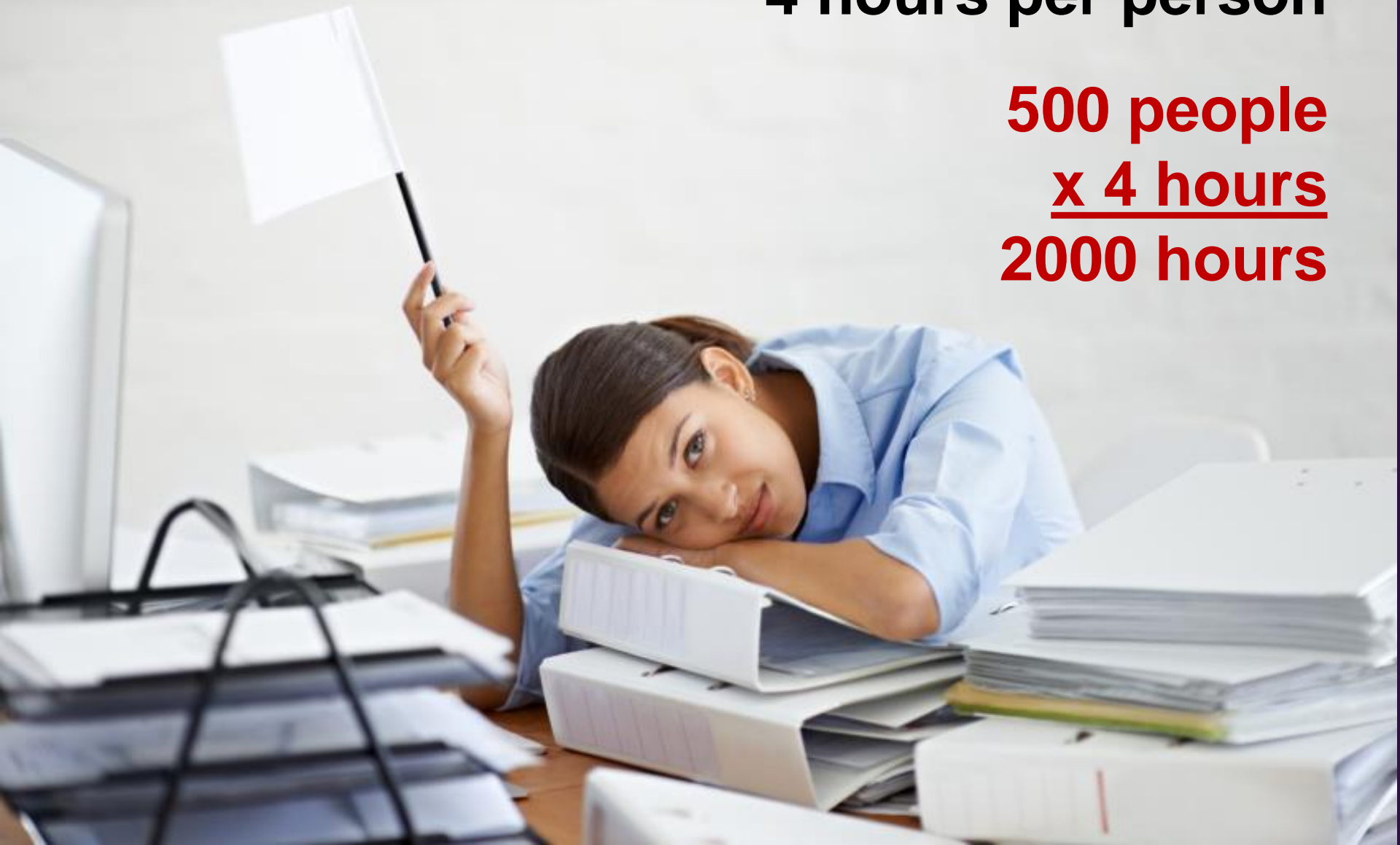
- **I want to talk to you about a new way we want to log expenses.**
- **First I'm going to take you through the program and then I will show you how you would be able to enter your receipts. When entering a receipt, you would first click here on the upper right hand side of your screen which brings 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***

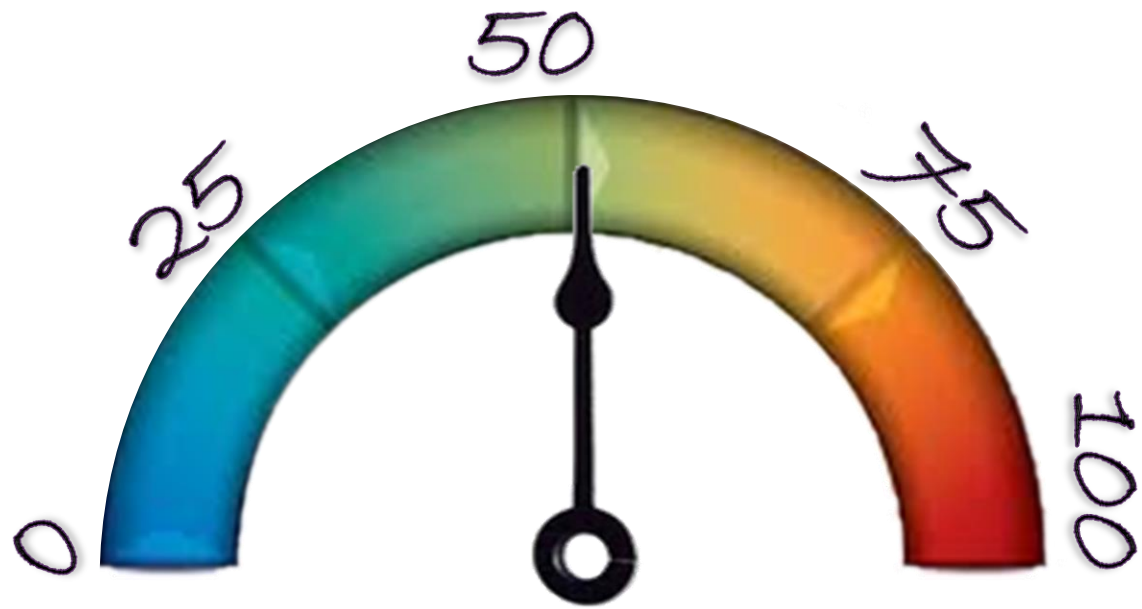
**SAVINGS:**

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





# C-P-R



Make Me Care Meter



# NIX NEGATIVES

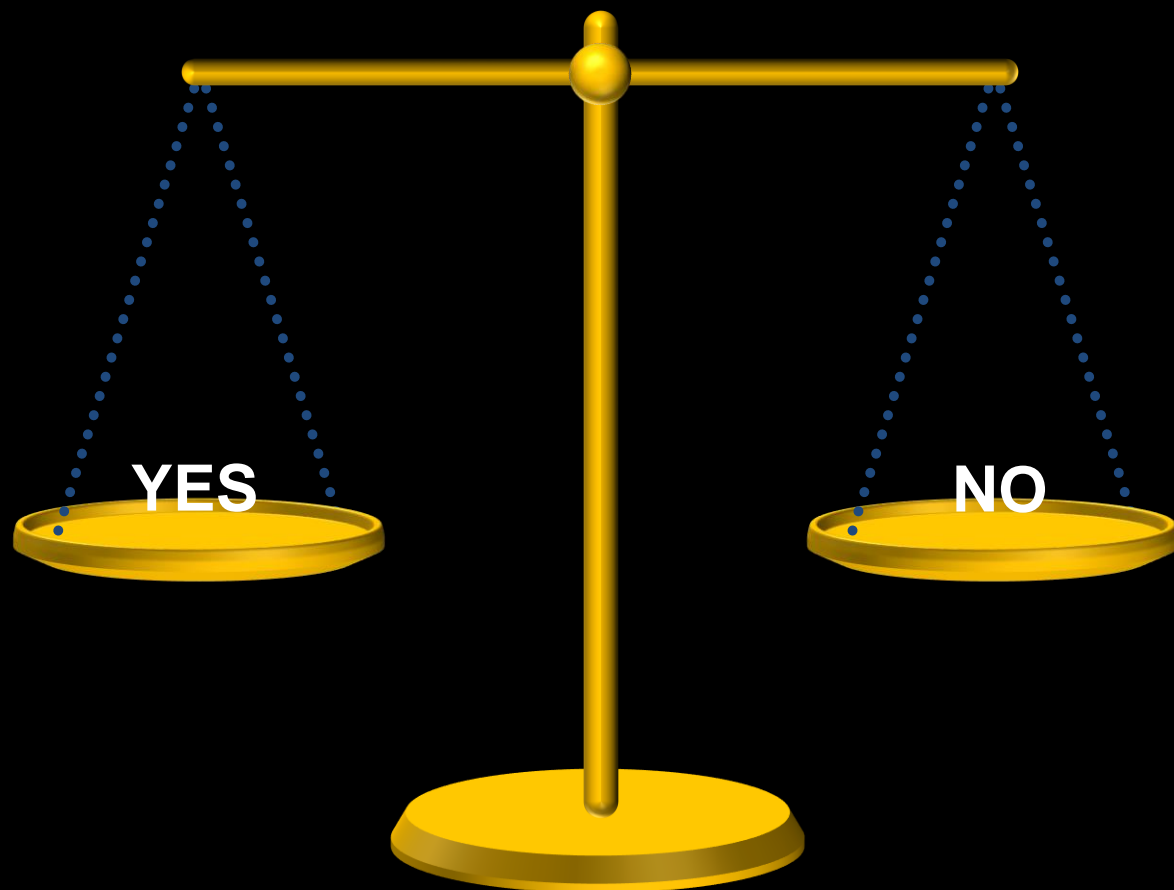
- **Speak in positives**
  - **Use strong words**
  - **Ways to say no**
  - **Me versus You**

# WIMPY WORDS



- **W**impy Approach
  - I think---I believe---I feel
  - I'm confident, I'm optimistic, I expect
- **I**nquiries/Tag lines
  - This might work, don't you agree? Ok? This might sound stupid, but
  - Here are the facts to support
- **M**aybe I'm not sure
  - Maybe, kinda, I think, I guess, sort of, um, ah, like, ya know, just, kind of, sorry
- **P**retend
  - Biz speak, jargon, gobbledeygook
  - Short, common, simple words





# HOW TO SAY NO

- **Just say it.** Don't beat around the bush.
- **Be polite.**
  - I'm sorry, I can't take on another project right now, but will let you know when I can.
  - I appreciate you asking me, but have a lot on my plate and won't be able to devote the time you need.
- **Turn it around.** I'm happy to do a,b,c but I will need two weeks. How should I prioritize?
- **Be selfish.** Or resentful.

**“The difference between successful people and very successful people is that very successful people say no to almost everything.”**

Warren Buffet



**“WE offer fertilizer that will help your flowers grow big and bright”**





**“YOU will grow bigger brighter plants that need less watering”**





# EXECUTIVE PRESENCE

- **Own what you say**
  - **Full engagement**
  - **Credibility**
  - **Body Language**

# Executive Presence

Managers often say to me,

“

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

”

# Essential elements of executive presence

## Gravitas

(how you act)



67%

## Communication

(how you speak)



28%

## Appearance

(grooming, fitness)



5%

268 executives pinpointed 3 elements

# Telling a story



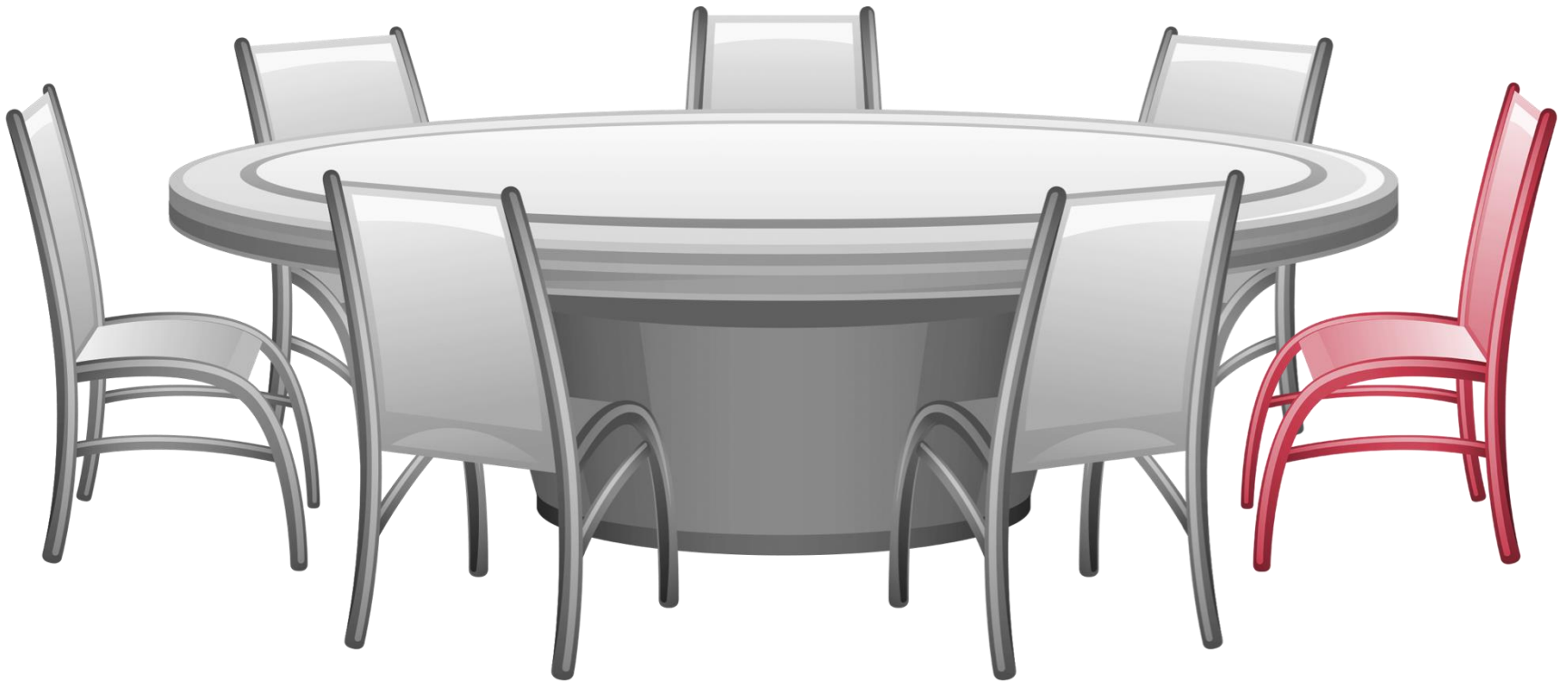
Research shows people are more likely to donate to a cause after hearing an impactful story



- **P**ace
- **P**ause
- **P**itch
- **P**ronounce
- **P**roject
- **P**practice out loud

**Delivery P's**

# SEAT AT THE TABLE







**KarenFriedman.com**