



**Karen Friedman**

— ENTERPRISES —  
CREATING COMPELLING COMMUNICATORS



# ENGAGING and INFLUENCING LISTENERS

**Communicating Value to  
Diverse Audiences**

# 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)



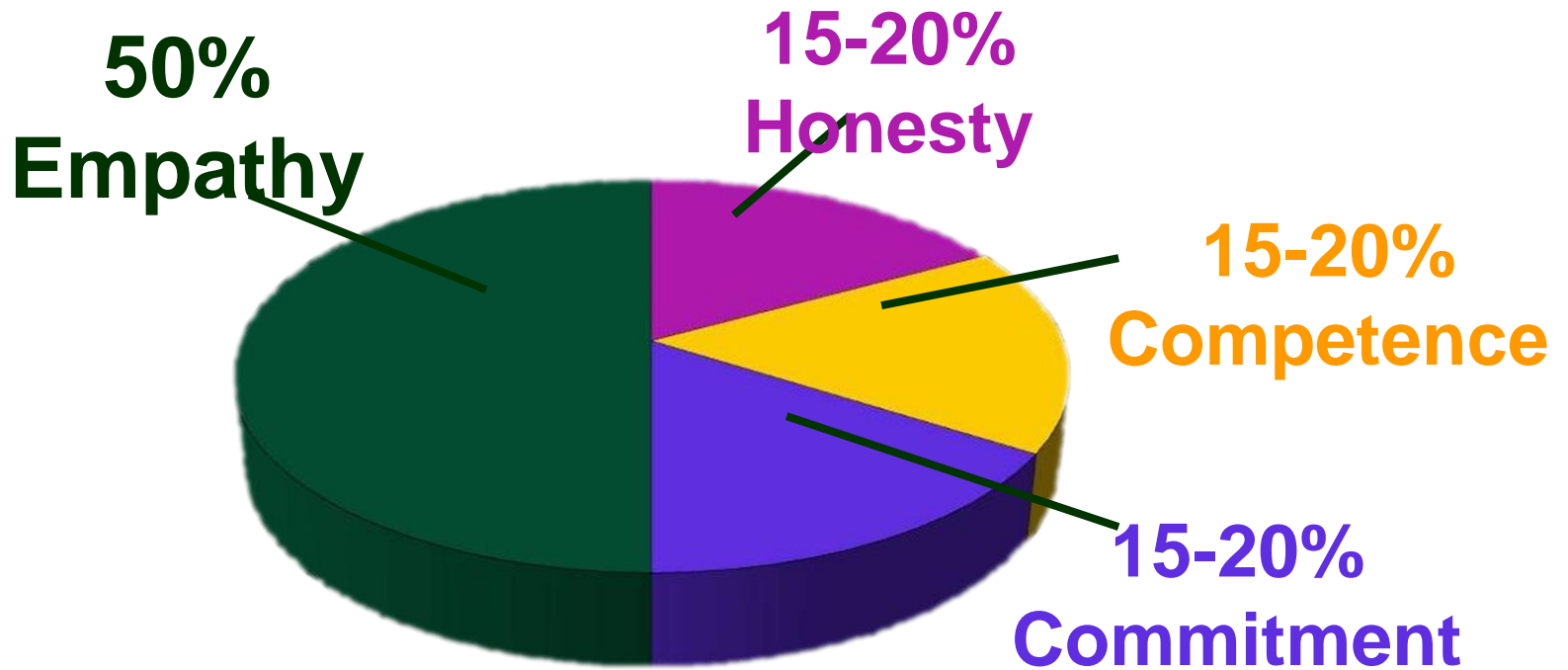
5%

268 executives pinpointed 3 elements



**“This is an upsetting event to all of us here at United.”**  
**“There’s no one who wants this over more than I do. I would like my life back.”**

# Personal Credibility Reaction



People don't **care**  
how much you **know**  
until they **know**  
how much you **care!**

# How do we communicate?

~~And what do you do to speak?~~  
Do you speak up at meetings?  
do people know what you say?



# How do we communicate?



# How do we communicate?





# What People Remember after a 10 minute Talk

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



10%





## MESSAGE

- Frame from their perspective
- Impactful. Important. Interesting.



## AUDIENCE

- Management. Pharmacist. Benefit Mgr.
- Care About? W-I-I-F-T?

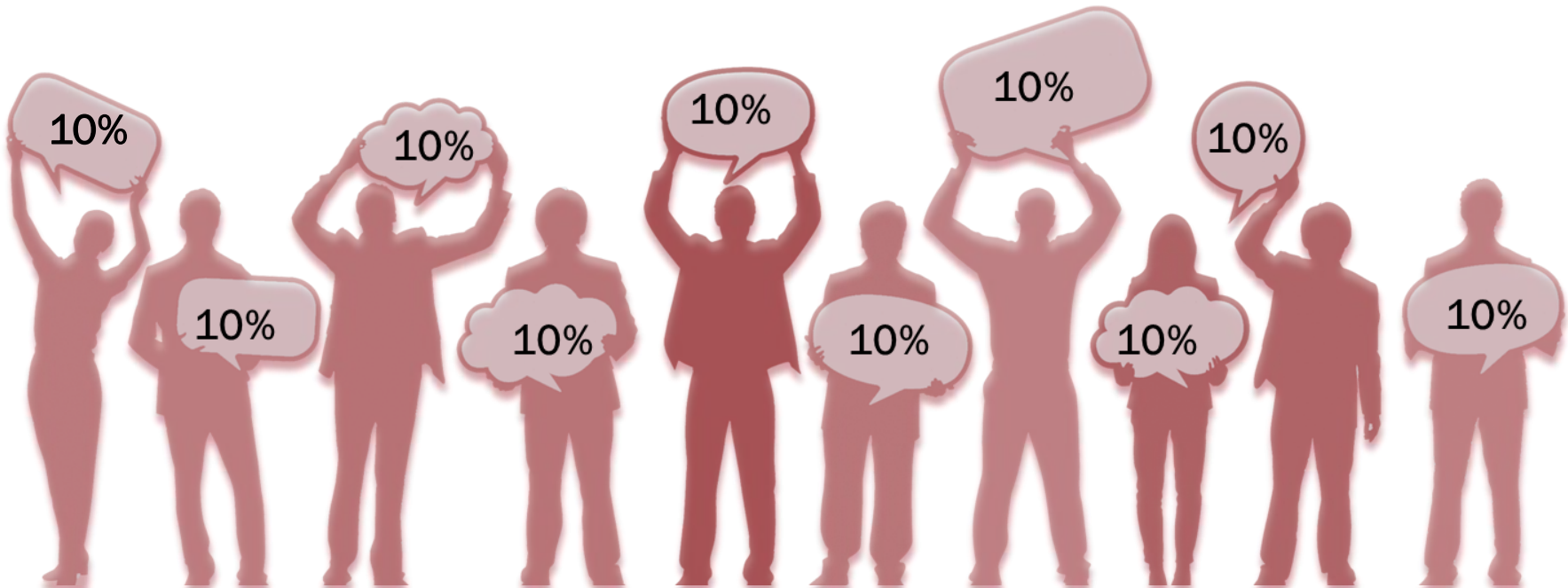


## PURPOSE

- Your purpose?
- Safety Update. Transparency. \$\$\$.

# TELL ME MORE

1. Who is the audience?
2. What message do you want to deliver?
3. How can you deliver it so it means something to them?



# Phone Tips



- Introduce self
- Have a script. Key points.
- Connect at beginning
  - Make it about them
  - “This will save you a lot of time and help your patients...”
- Anticipate questions
- Full attention
- Smile across miles
- End: call to action



Tricky  
**TRUE**   
OR  
 **FALSE**



When talking to a prospect or important listener, you should spend 40% of the time talking and they should spend 60% of the time talking.

**FALSE – 20% You. 80% Them.**



The biggest communication mistake people make when trying to influence someone is interrupting them.

**TRUE: Not Really Listening**



The best way to get people to talk 80% of the time is to ask questions.

**TRUE**



# FACILITATING CONVERSATIONS

- **Can you elaborate?**
- **How did you handle that?**
- **What do your customers tell you?**
- **In your opinion...**
- **Can you give me an example?**
- **A patient once said to me---is that your experience?**
- **Help me understand...**
- **What is your greatest challenge?**

**ORGANIZE**



# DON'T BURY THE LEAD



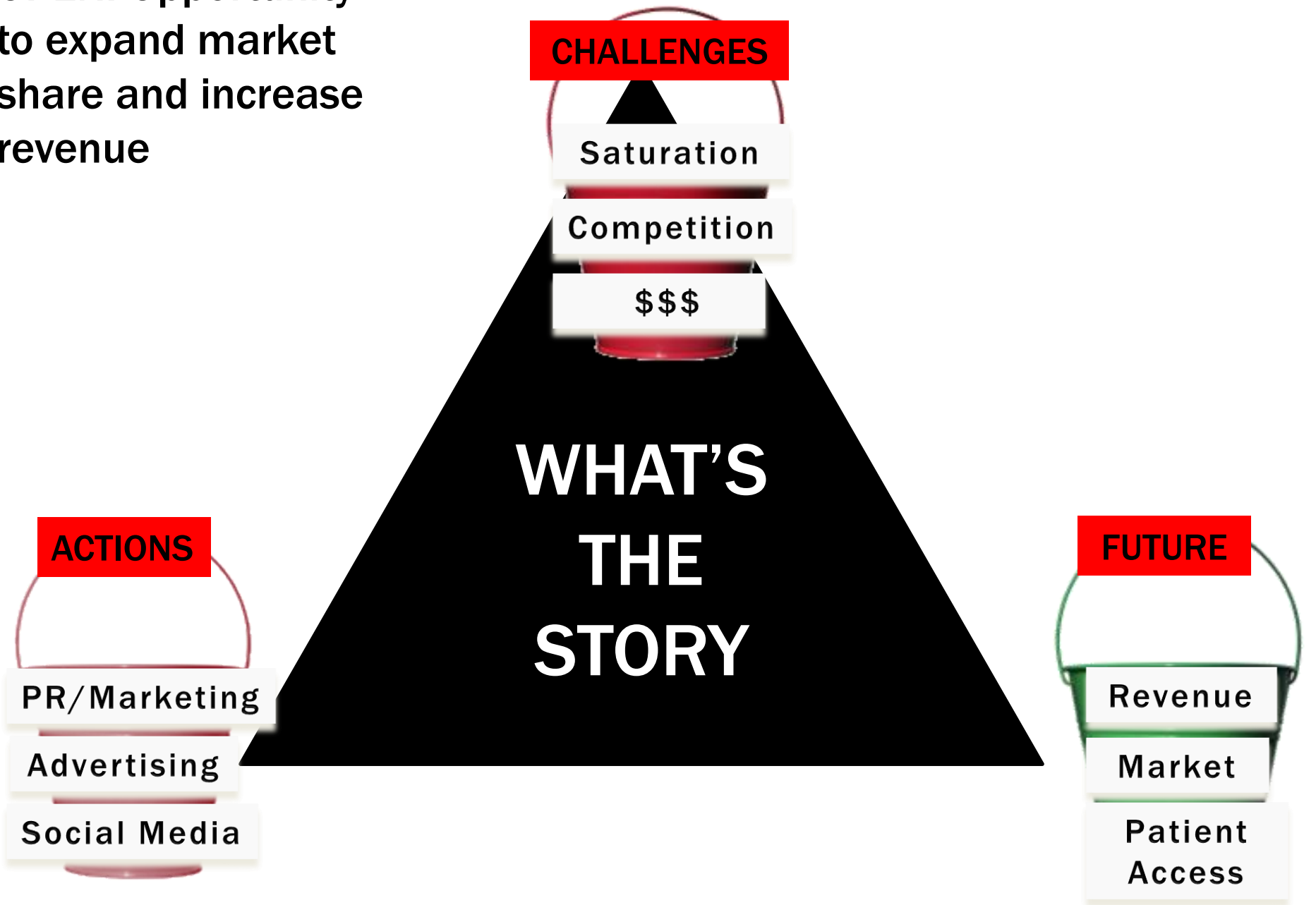
# Average Attention Span



- **2000: 12 seconds**
- **2012: 8 seconds**

**9 seconds!**

**OPEN: Opportunity to expand market share and increase revenue**



**CHALLENGES**

Saturation

Competition

\$\$\$

**WHAT'S THE STORY**

**ACTIONS**

PR/Marketing

Advertising

Social Media

**FUTURE**

Revenue

Market

Patient Access

# New Expense System

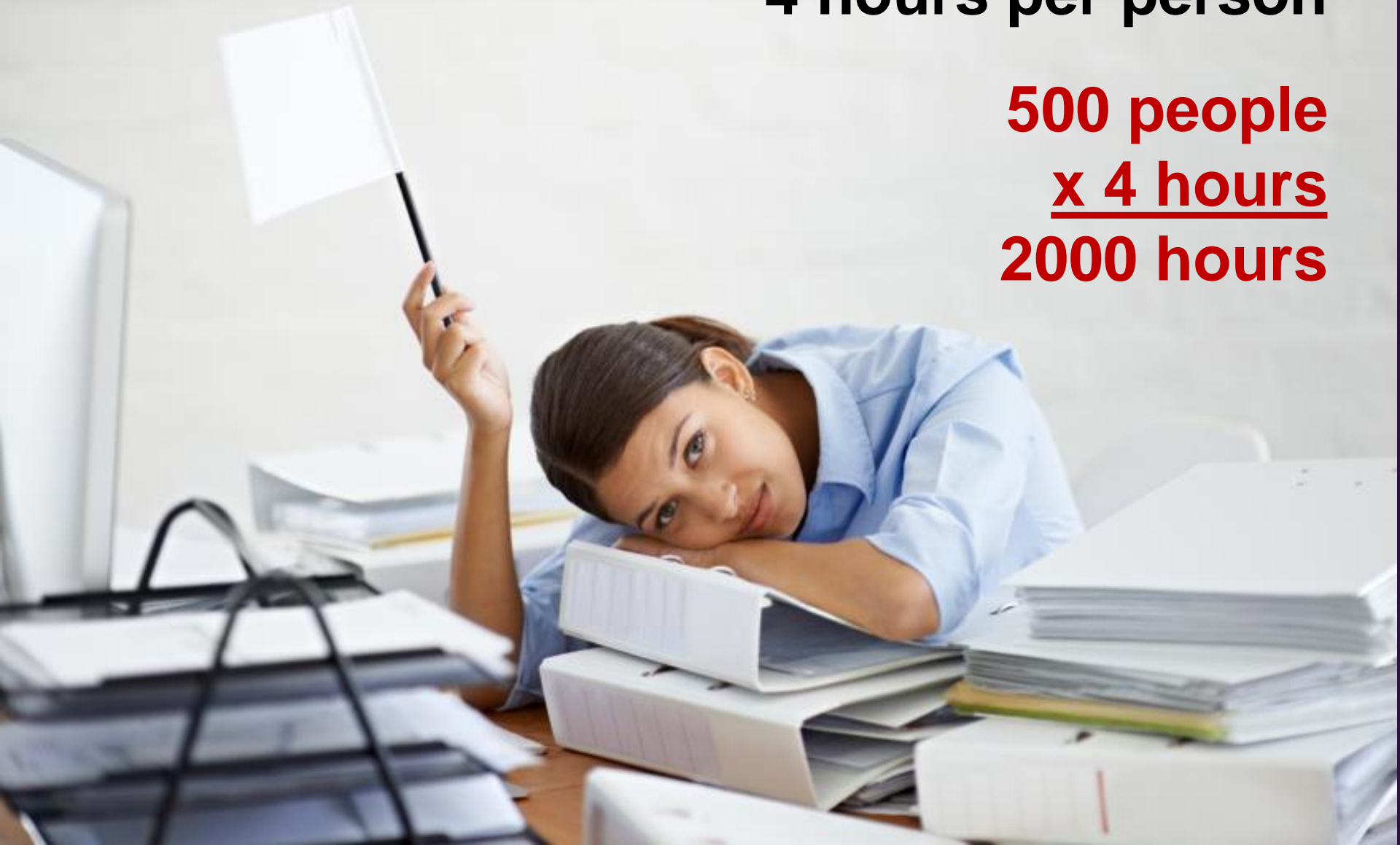
- **I want to talk to you about a new way we want to log expenses.**
- **First I'm going to take you through the program and then I will show you how you would be able to enter your receipts. When entering a receipt, you would first click here on the upper right hand side of your screen which brings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



# Lead the Way

In fact

It's important to understand

What you might find interesting

That is a common misperception so let me clarify

First, let me say

Let me point out

In reality

Quite the contrary

What we do know

That is not entirely correct, the truth is

I understand your concern--in my experience

A - T - M



Acknowledge  
Transition  
Message  
and Address



# **YOUR TURN**

**Select topic and audience**

**Create triangle**

**Marry messages/ examples into conversation**

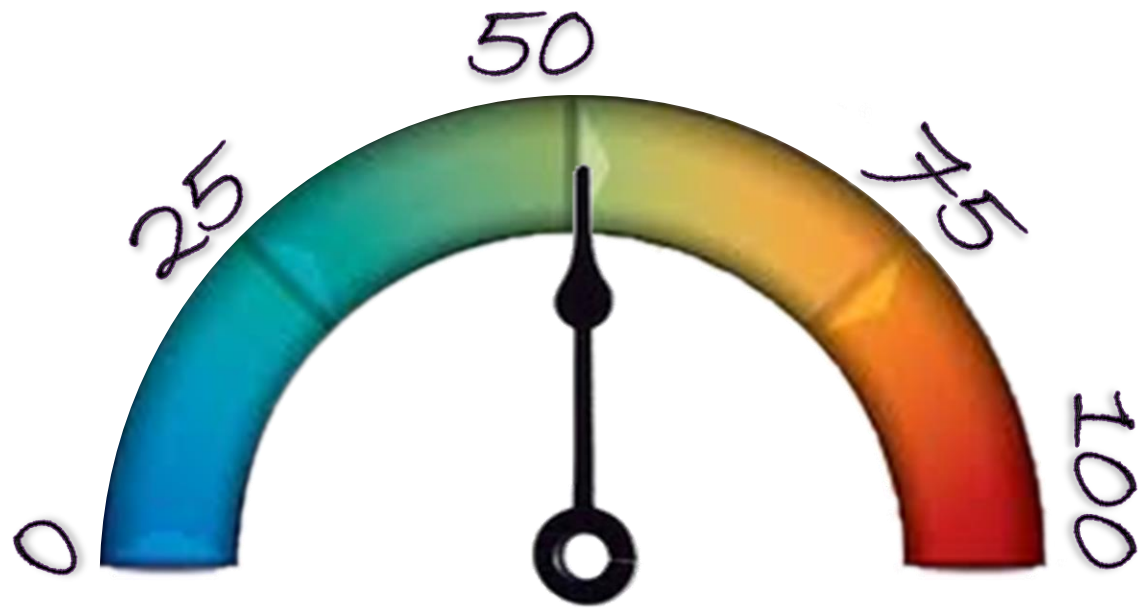
**Facilitate questions**

**Take turns being the speaker**

# Telling a story



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



Make Me Care Meter

# Moving others to action

**Listeners will turn  
your story into  
their own ideas  
and actions**







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# ENGAGING and INFLUENCING LISTENERS

**Account Plans**

**What does success look  
like?**

# 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**

# Creating Slides

## Giving a good presentation continued

- Keep text to a minimum. No more than 5 bullet points per slide and if you can keep them to one core idea—that's better. People will tend to read this stuff and not pay attention to what you're saying.
- Check the contrast and font size. Make sure that if you have text on the screen that people can read it.
- Use pictures to get your idea across. They're easier to remember. Less distracting and make more impact. Have it done clearly and use imagery to set the background.
- Avoid complicated charts and graphs. They're hard for your audience to follow. Keep visual ideas very simple.
- Check the resolution of your presentation. Maybe go with 800x600 to be safe. I don't know how many times I've seen slides that don't fit on the screen. You never know for sure how it's going to work out when you get things set up if you don't have it all done at once. The environment.
- Have a simple to follow note to go along with your slides and major talking points. They should serve as a reminder, not something for you to read from.
- Think positive.
- Tell stories. Stories will get your idea across much better than charts and graphs and numbers. They also have the added benefit of helping to engage your audience.
- Don't read your slides. They should support what you are saying, not be what you are saying. The same goes for your notes.
- Keep your intro short and strong. People want to know who you are, but they also want to get into the rest of your talk. A quick, snappy and clear intro is better than a meandering joke or list of accomplishments any day. Changes are most people in the audience know a bit about you already.

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



TRANSITION

TRANSITION

TRANSITION

Challenges  
Budget

Steps  
Timeline

###  
Studies

Mean  
Benefit

ISSUE

ACTION

DATA

FUTURE



# 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. 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...”**

# YOUR TURN: PRESENT ACCOUNT PLAN

1. Present Account Plan
2. ID must hear message
3. What does success look like?







**C-P-R**



# Question 1

What hand gesture suggests command of material?

a) Clasped hands

b) Palms up

c) Holding a ball

d) Crossed arms





## Question 2

What does holding objects in front of your body indicate?

- a) Boredom
- b) Shyness and resistance
- c) Protective
- d) Not approachable



## Question 3

Touching your face during a conversation can be interpreted as:

- a) Boredom
- b) Deception
- c) Phony
- d) Not approachable



## Question 4

What non-verbal body language signals confidence and control?

**You answer...**

a) Palms down

b) Palms up

c) Wide stance

d) Clasped hands



## Question 5

Stroking your chin while looking at someone may indicate:

a) Judging

b) Nervous

c) Anger

d) Defensive



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

**Delivery P's**





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