



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

# Leading Clients for Influence & Impact

**The 3 C's of Engaging  
Diverse Listeners**





# LYSISTRATA



A DAWSON THEATRE COLLECTIVE PLAY - MAY 1st TO MAY 5th























**C**OMMUNICATE

**C**ONTROL

**C**ONNECT

# How do we communicate?

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





# How do we communicate?



# How do we communicate?





# QUIZ: Seconds to grab attention



# Average Attention Span



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

**9 seconds!**



# What People Remember after a 10 minute Talk

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



10%



# DON'T BURY THE LEAD





CBS  
THIS  
MORNING

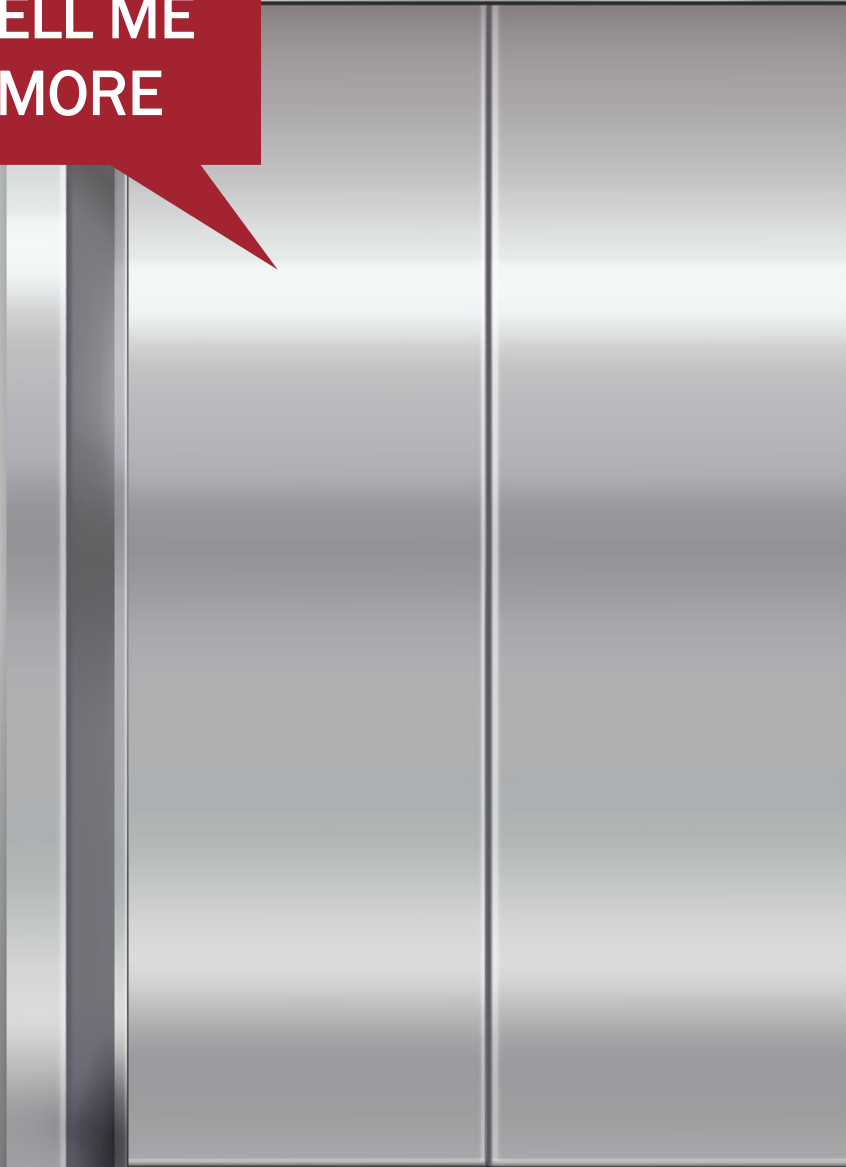
**SPIRITED DEBATE**

SPIRIT CEO ON TURNING A PROFIT DESPITE BAD REVIEWS



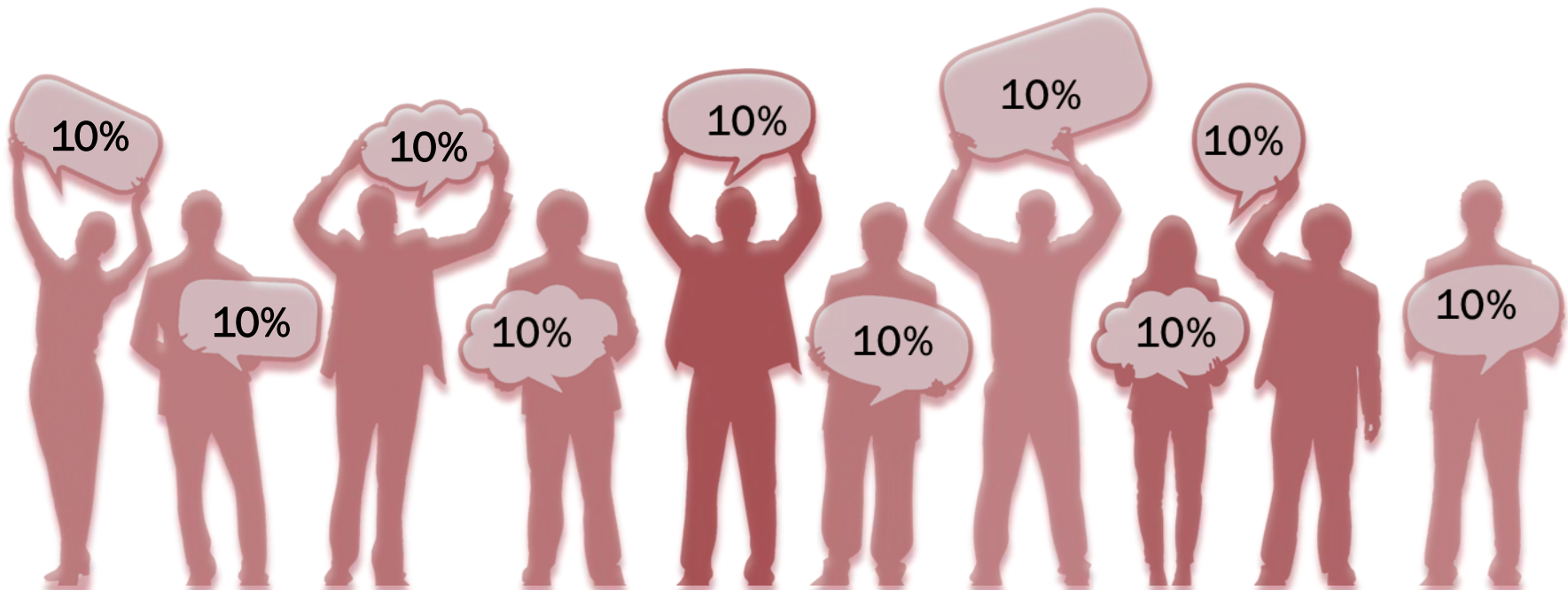
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TELL ME  
MORE



# GO FOR THE 10%

1. Pick a partner
2. Who are they? Internal. External.
3. Interest them: work at VG, project, idea pitch
4. Focus on 10%: Don't Bury The Lead
5. Switch Roles









Tricky  
**TRUE** ~~**X**~~  
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**

# WHAT and WHY

- **WHAT** is your biggest accomplishment? **WHY**
- **WHAT** is the best job you ever had? **WHY**
- **WHAT** was the best class you ever took? **WHY**
- **WHAT** projects do you like working on? **WHY**
- **WHAT** can you bring to this role and **WHY** do you want to do it?

A grayscale world map is visible in the background, showing the continents of North America, South America, Europe, and Africa. The map is centered and serves as a backdrop for the text.

**C**ONTROL





## MESSAGE

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



## AUDIENCE

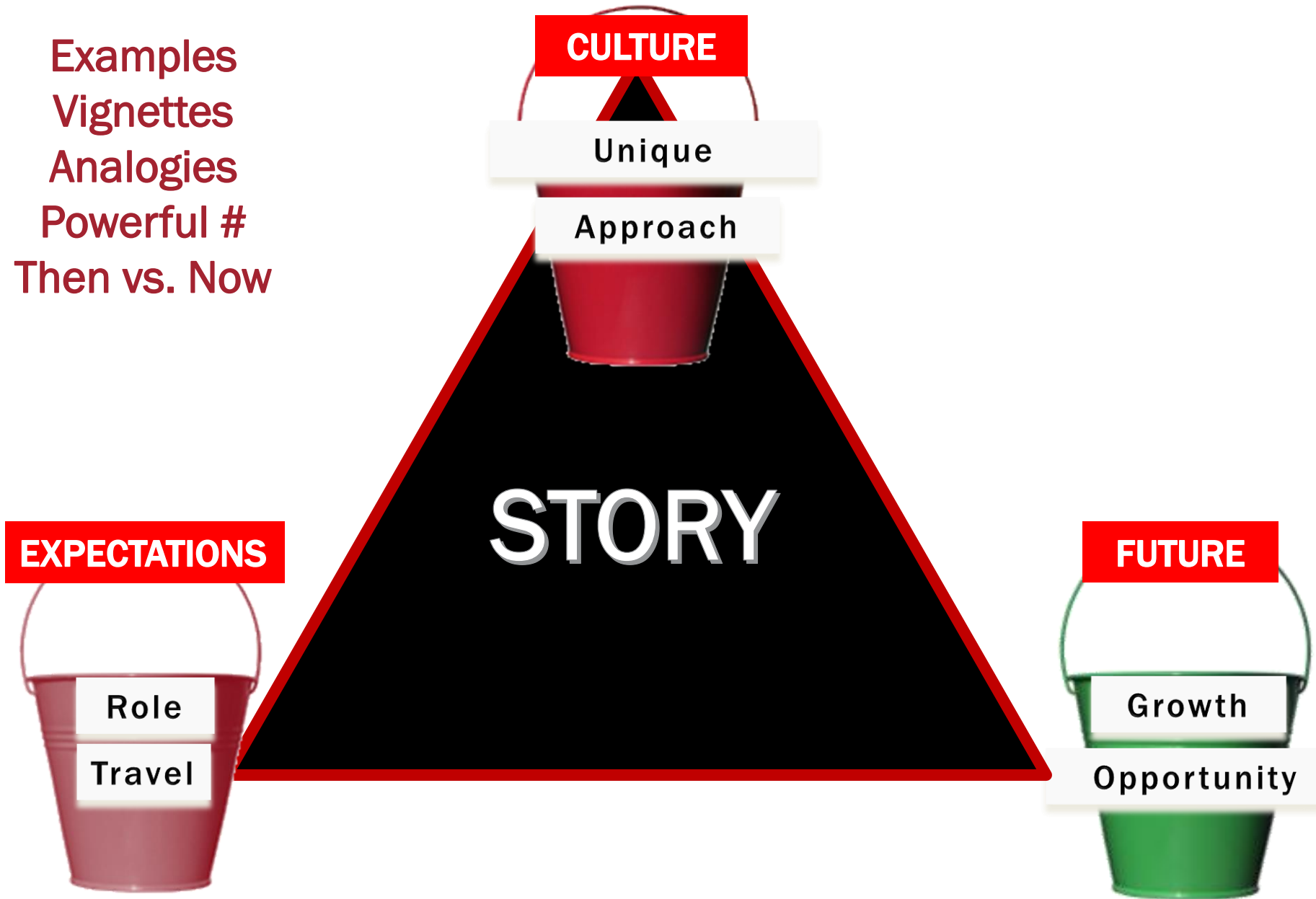
- Management. Peer. Customer.
- Care About? W-I-I-F-T?



## PURPOSE

- Your purpose?
- Funding. Promotion. Selling Idea.

Examples  
Vignettes  
Analogies  
Powerful #  
Then vs. Now



# 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**



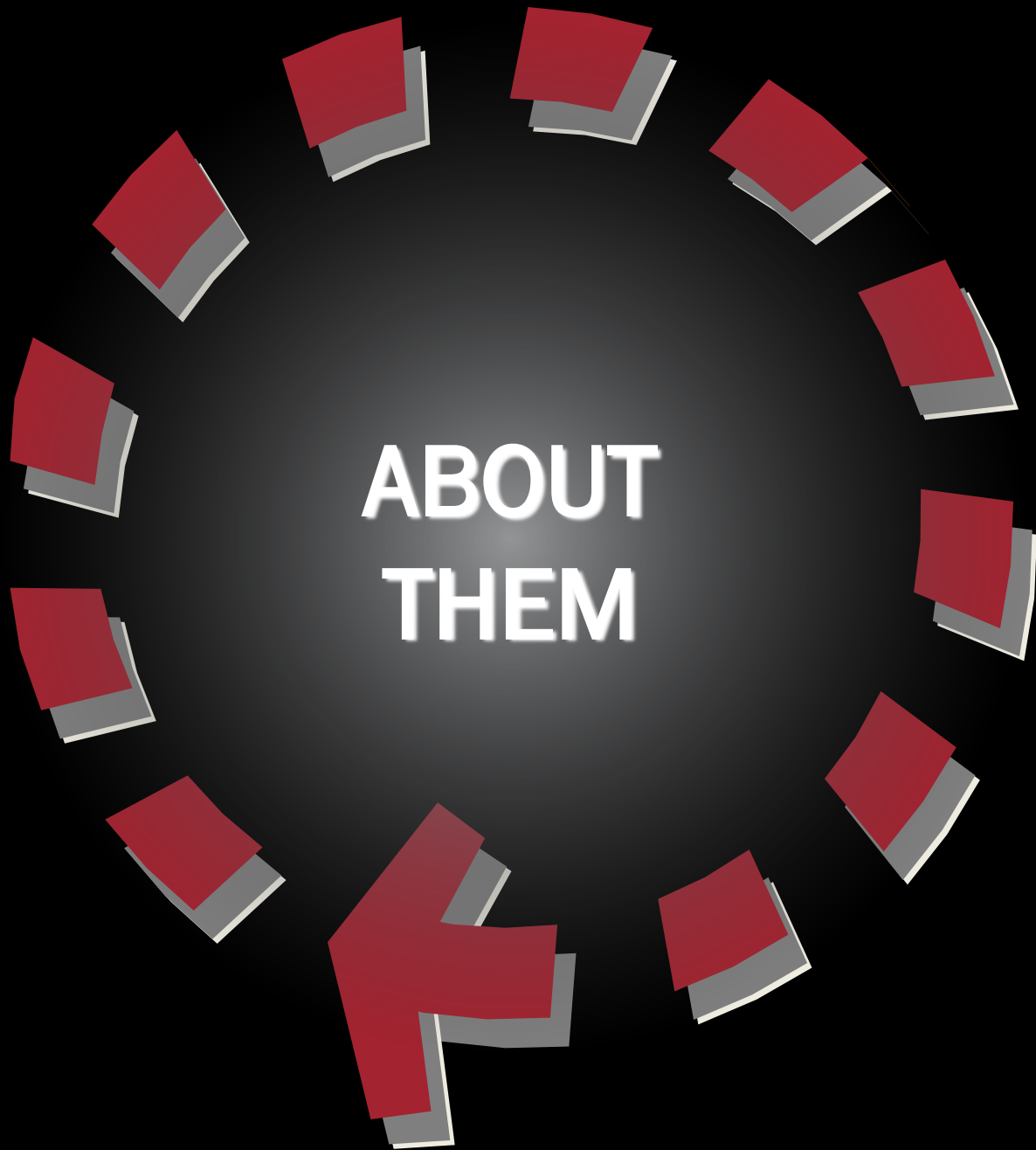
**“WE offer fertilizer that will help your flowers grow big and bright”**



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



**ABOUT  
THEM**







**“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.”**





**C-P-R**

A grayscale world map is visible in the background, showing the continents of North America, South America, Europe, and Africa. A white rectangular box with a thin black border is centered over the map.

**C**ONNECT





Traditionalists: Pre 1946

Boomers: 1946-1964

Gen X: 1965-1976

Millennials: 1977-1997

Gen Y: 1977-



# 5 GENERATIONS



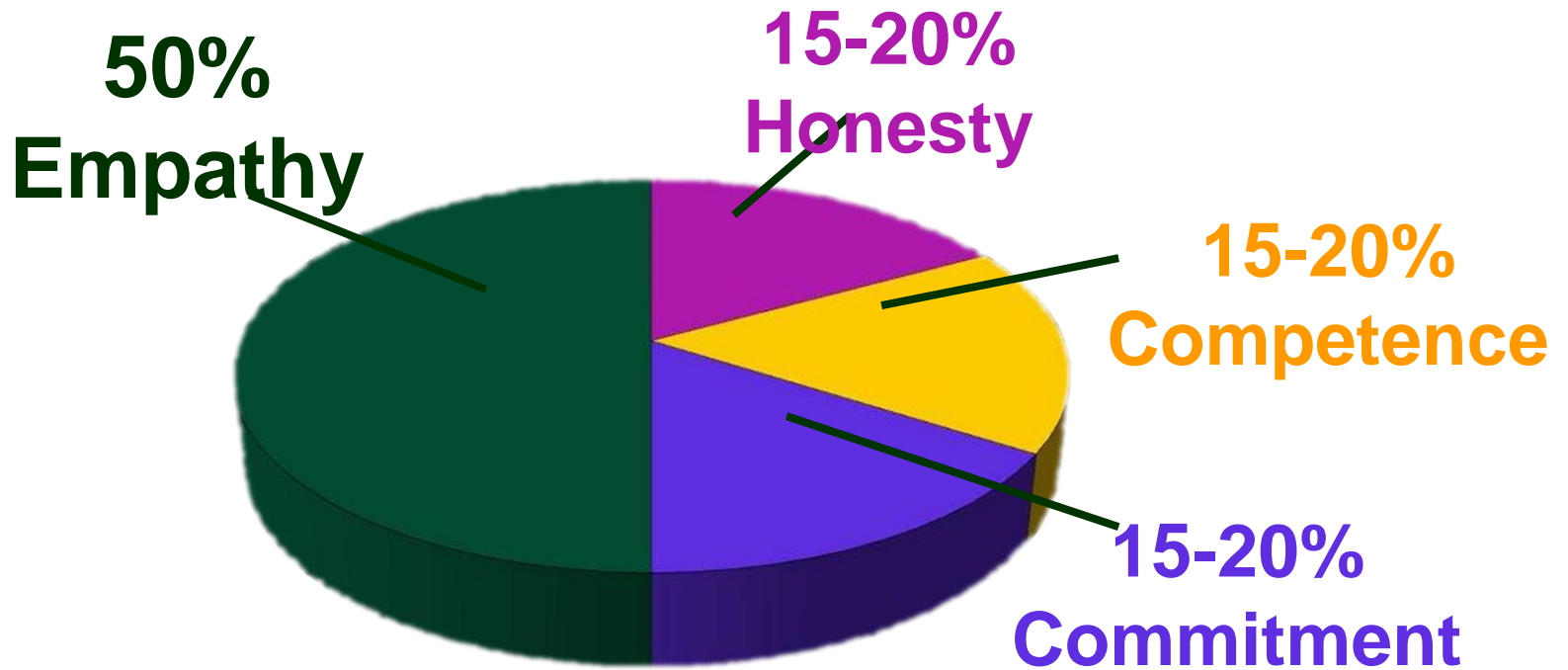
# What Generations have in Common

“

Do you care about me?  
Can I trust you?  
Will you do what you say?

”

# Personal Credibility Reaction



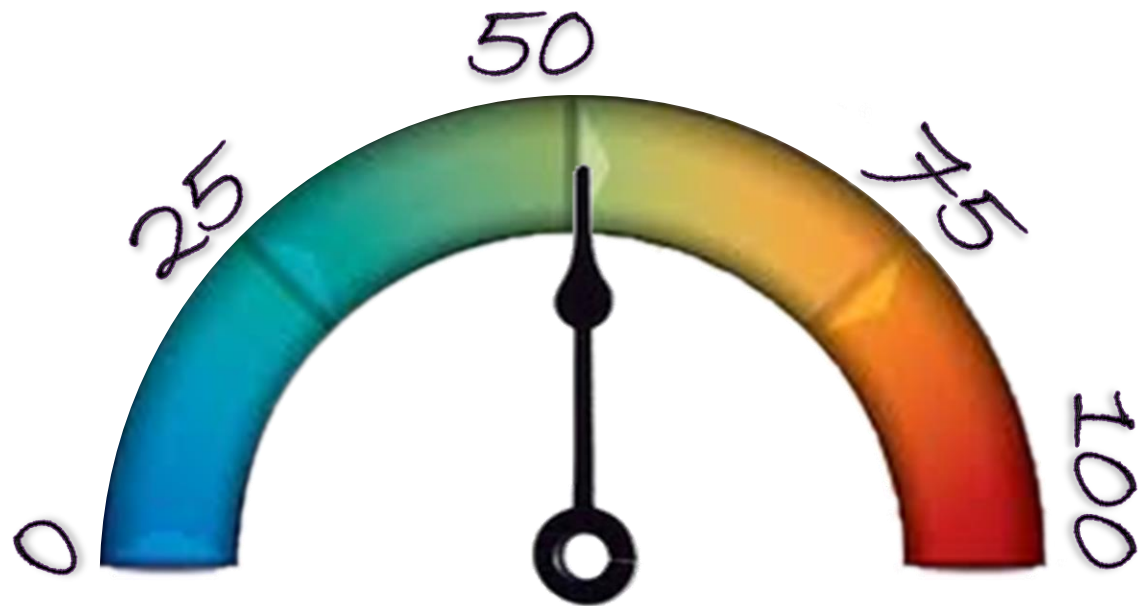
People don't **care**  
how much you **know**  
until they **know**  
how much you **care!**

# Telling a story



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





Make Me Care Meter



**MULTIPLE**  
**M a b c d**  
**MANIA**



# 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) Judgmental
- 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

## 268 executives pinpointed 3 essential elements of executive presence



### Gravitas

(how you act)



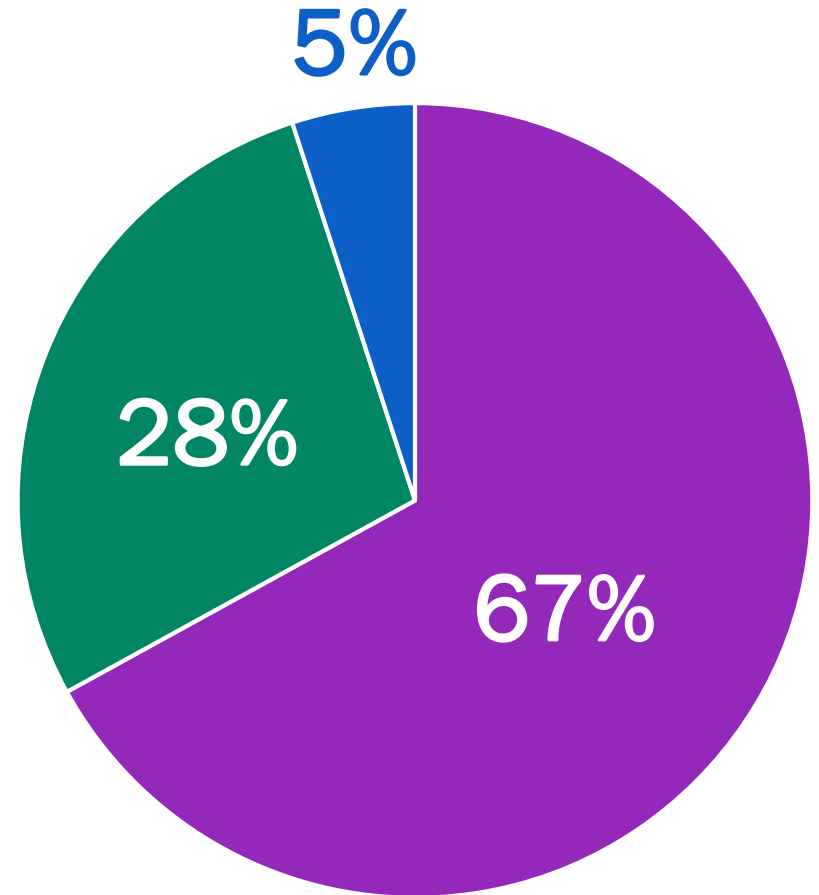
### Communication

(how you speak)



### Appearance

(grooming, fitness)





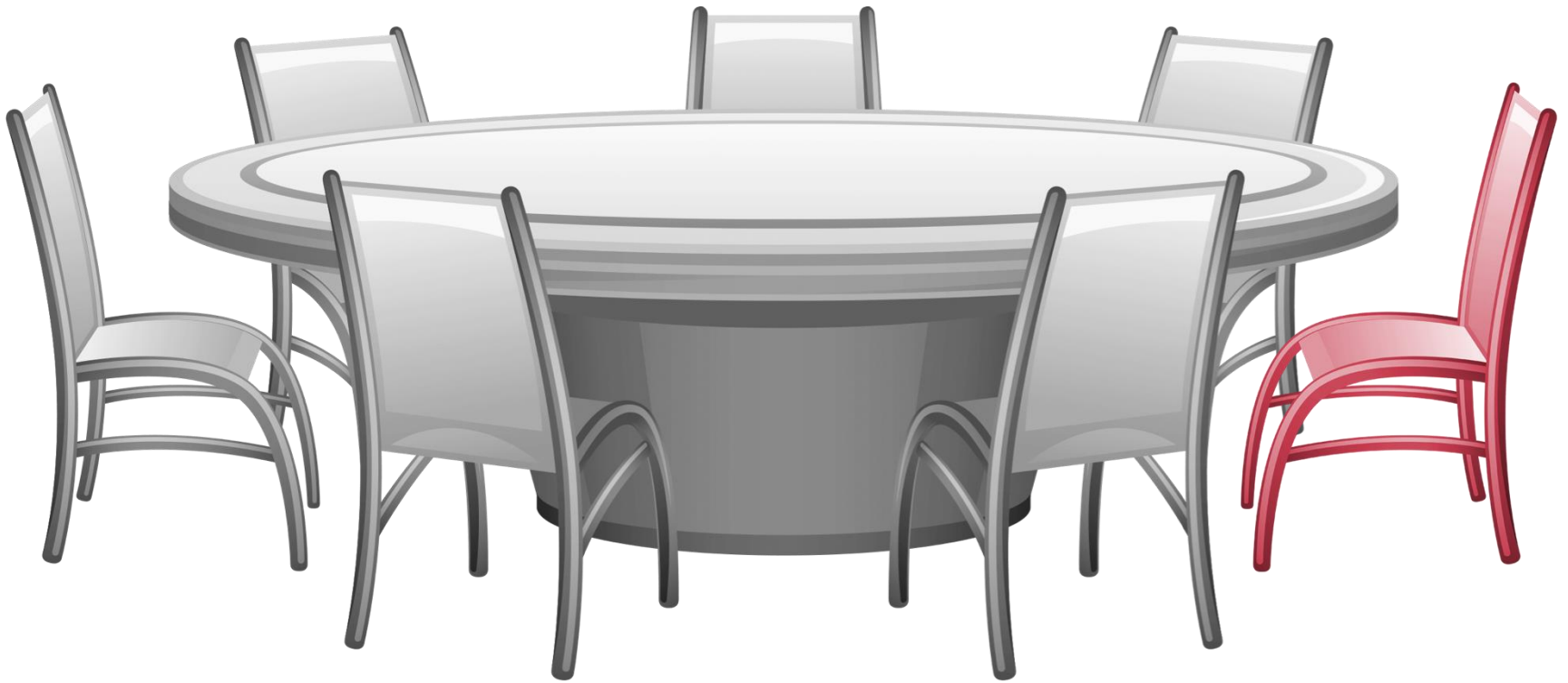




- **P**ace
- **P**ause
- **P**itch
- **P**ronounce
- **P**roject
- **P**ractice out loud

**Delivery P's**

# SEAT AT THE TABLE







[KarenFriedman.com/vanguard](http://KarenFriedman.com/vanguard)