



**BETHE LEADER YOU WANT  
OTHERS TO SEE**

**Communicating Your  
Message for Maximum  
Impact**

**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?**



### What People Remember after a 10 minute Presentation


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



- M MESSAGE**
  - Frame from their perspective
  - Impactful, Important, Interesting.
- A AUDIENCE**
  - Management, Peer, Customer.
  - Care About? W-I-I-F-T?
- P PURPOSE**
  - Your purpose?
  - Funding, Promotion, Selling Idea.

### Average Attention Span

- 2000: 12 seconds
- 2012: 8 seconds




**9 seconds!**

Source: Associated Press

### DON'T BURY THE LEAD



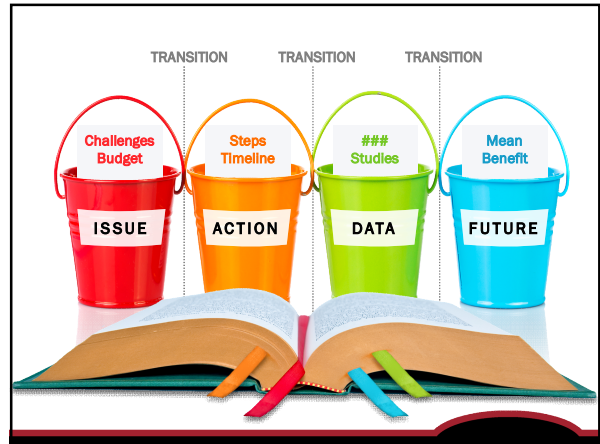
### OPENING REMARKS



- Story
- Example
- Powerful ###
- Strong statement
- Quote
- Problem/Issue/Challenge
- Rhetorical Question



Make Me Care Meter



## 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. But 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...”**

## Creating Slides

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

## NOT ABOUT THE SLIDE

**GASTRIC TUMORS**

Of neuroendocrine tumors/carcinomas.

Tumors typically occur in middle age or older adults.

Tumors may be functioning, resulting in symptoms. For example, tumors producing gastrin can result in the Zollinger-Ellison syndrome. Some tumors may cause the functional syndrome of diabetes insipidus, resulting in neuroendocrine, calcium, abdominal pain, diarrhea, and right-sided ventricular fibrosis. In this syndrome, the symptoms are produced by hormone substances secreted by the tumor, such as serotonin, histamine, and bradykinin. As these substances are typically metabolized by the liver, the presence of functional tumors usually requires that metastatic disease may be present. Most of the neuroendocrine tumors producing calcium-related symptoms are of the endocrine type. Commonly, screening studies, a helpful diagnostic test for functional systems is the detection of 24-hour urinary 5-hydroxytryptamine acid (5-HIAA), a metabolite of serotonin.

In the stomach, most neuroendocrine tumors are well-differentiated and non-functioning. Those arising in association with chronic atrophic gastritis or with autoimmune gastritis or with MEN type 1 are typically confined to the mucosa or submucosa.

In the stomach, these tumors typically present as 2- to 4-cm lesions or polyps. In chronic atrophic gastritis, 20% to 40% of the polyps are in the antrum, 10% to 20% in the body, and 10% to 20% in the fundus. Neuroendocrine tumors associated with chronic atrophic gastritis often behave as an indolent disease, although some can exhibit malignant behavior.

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

## NEW EXPENSE LOG 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”**

**C-P-R**

**CLOSING REMARKS**

**ARE THERE ANY QUESTIONS**

- Circle back
- Call to action
- Closing story
- Repeat key points
- Glimpse of future
- Rhetorical question
- Summary
- Strong statement
- Promise or pledge

**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



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