



**Karen Friedman**

— ENTERPRISES —  
CREATING COMPELLING COMMUNICATORS



# ENGAGING and INFLUENCING LISTENERS

**Communicating Your  
Message for Maximum  
Impact**

# 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

# How do we communicate?



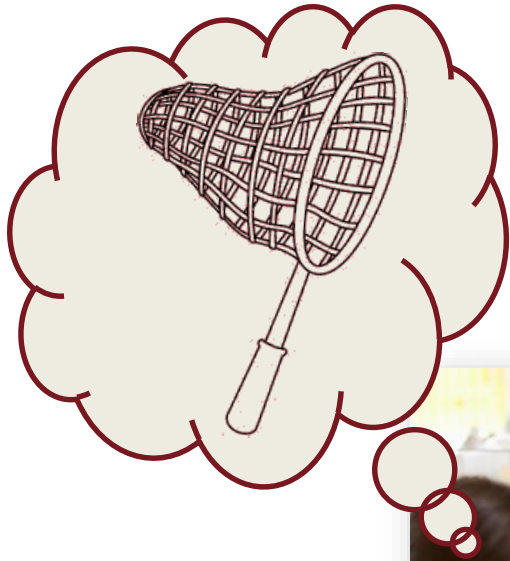
# How do we communicate?



**Average employee:**



**1/2 work week in meetings**



**1/2 work week in meetings**

# How do we communicate?

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





# What People Remember after 10 minutes

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?

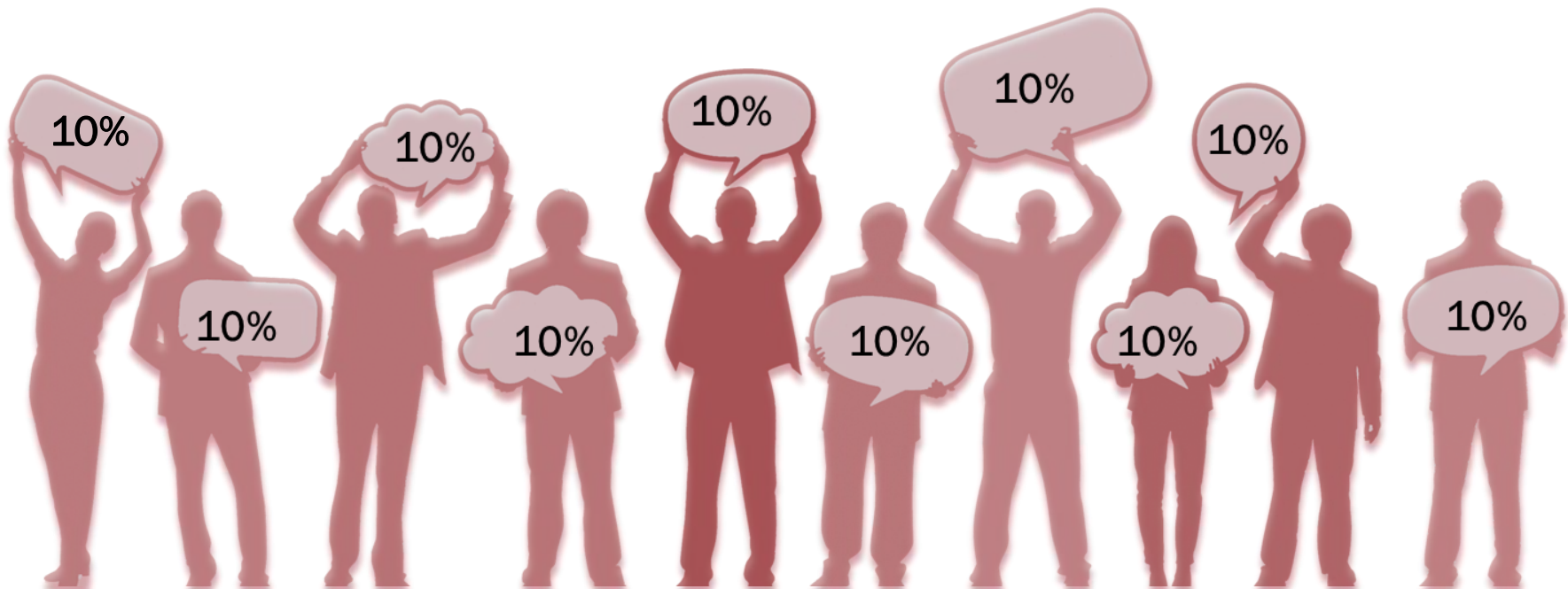


## PURPOSE

- 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?





**ORGANIZE**

# DON'T BURY THE LEAD



# Average Attention Span



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

**9 seconds!**



 CBS  
THIS  
MORNING

**SPIRITED DEBATE**

SPIRIT CEO ON TURNING A PROFIT DESPITE BAD REVIEWS

**AUDIENCE:**  
Senior Team

**CHALLENGES**

- Delivery delay
- Features/updates
- Push back date

**WHAT'S  
THE  
STORY**

**ACTIONS**

- Reallocate resources
- Update stakeholders
- Update team

**FUTURE**

- Revisit priorities
- Affect customer
- Collaboration



# 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

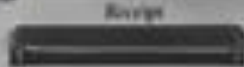
That is not entirely correct, the truth is

I understand your concern--in my experience

A - T - M



Acknowledge  
Transition  
Message  
and Address



# New Expense System

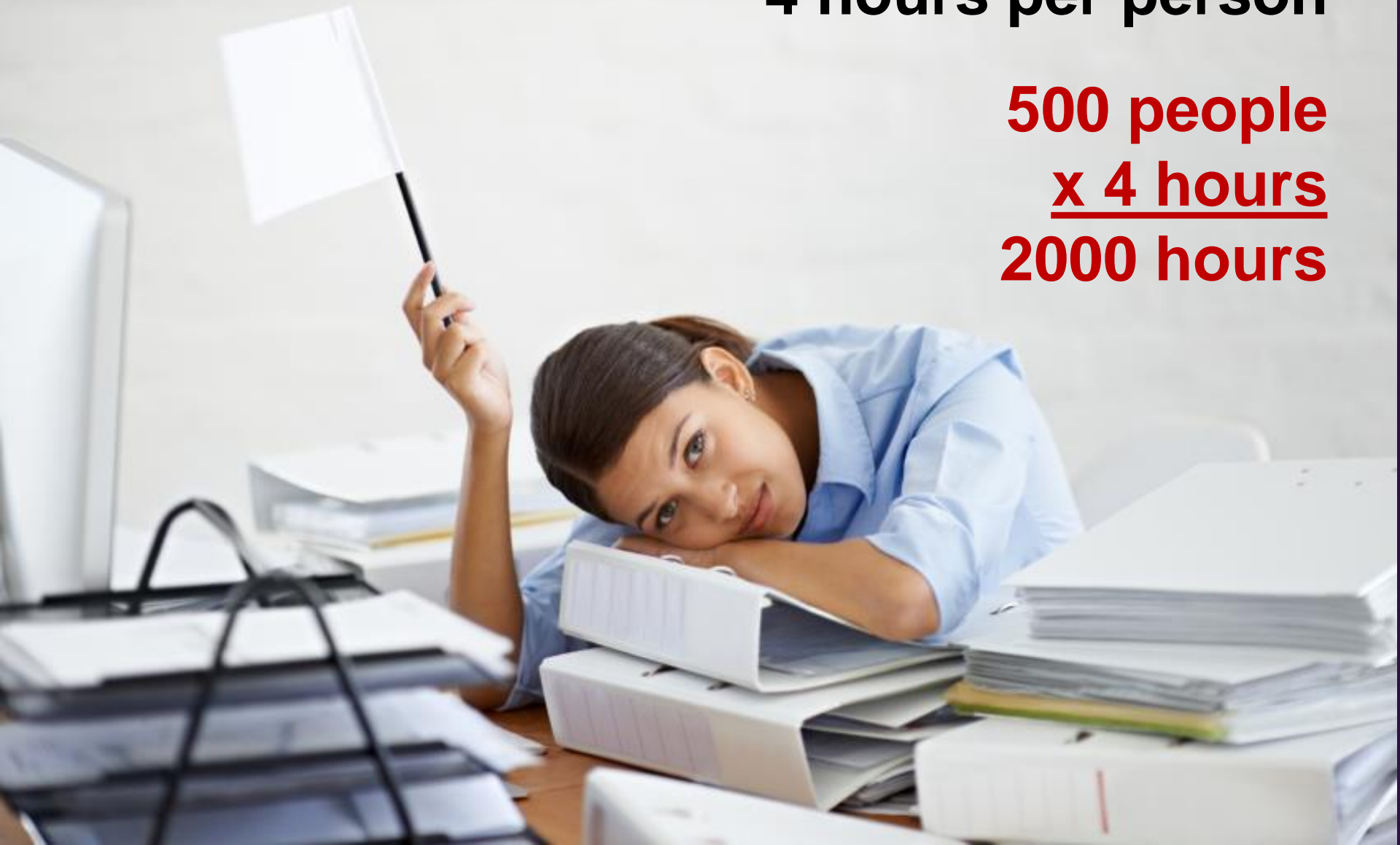
- **I want to talk to you about a new way we want to log expenses.**
- **First I'm going to take you through the program and then I will show you how you would be able to enter your receipts. When entering a receipt, you would first click here on the upper right hand side of your screen which brings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

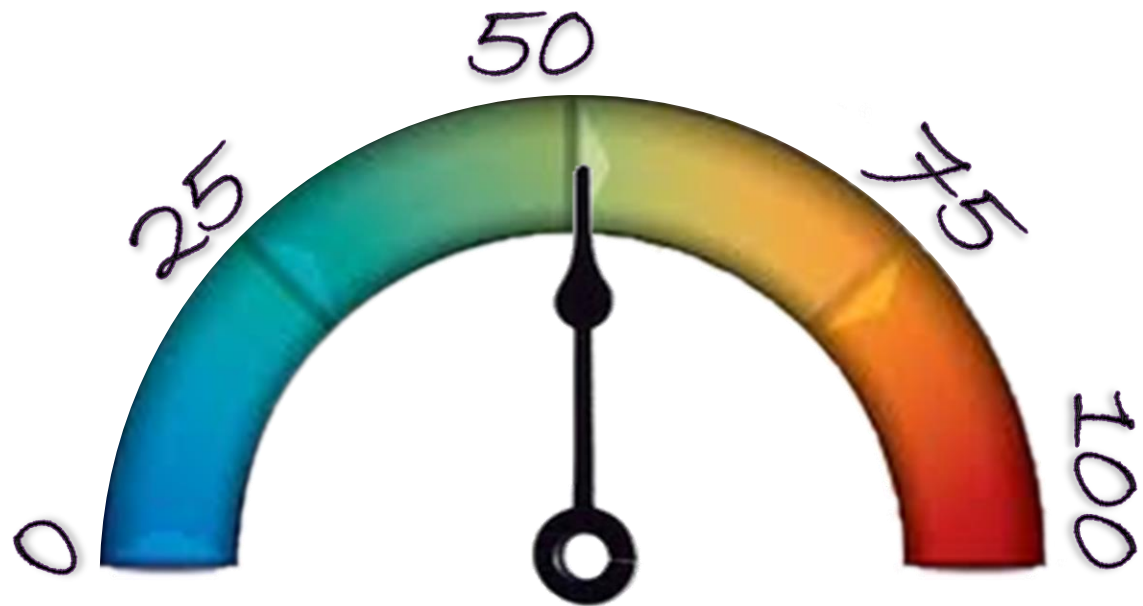








**C-P-R**



Make Me Care Meter

# **YOUR TURN**

**Select scenario**

**Select Audience**

**Create triangle**

**Field Questions**

**Use examples/stories to drive message**

# 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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