



Karen Friedman

— ENTERPRISES —
CREATING COMPELLING COMMUNICATORS

**BE THE LEADER YOU WANT
OTHERS TO SEE**

**Communicating Your
Message for Maximum
Impact**

How do we communicate?

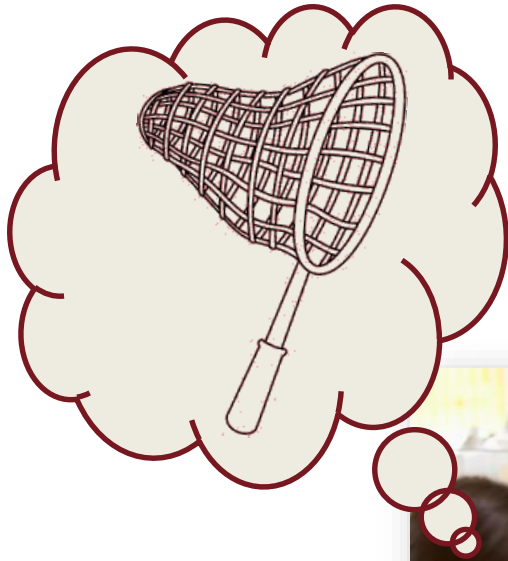
~~And what do you do to speak?~~
Do you speak up at meetings?
do people know what you say?



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



10%





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.

YOUR TURN



QUIZ: Seconds to grab attention



Average Attention Span



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

9 seconds!

DON'T BURY THE LEAD







CBS
THIS
MORNING

SPIRITED DEBATE

SPIRIT CEO ON TURNING A PROFIT DESPITE BAD REVIEWS

OPENING REMARKS



Story

Example

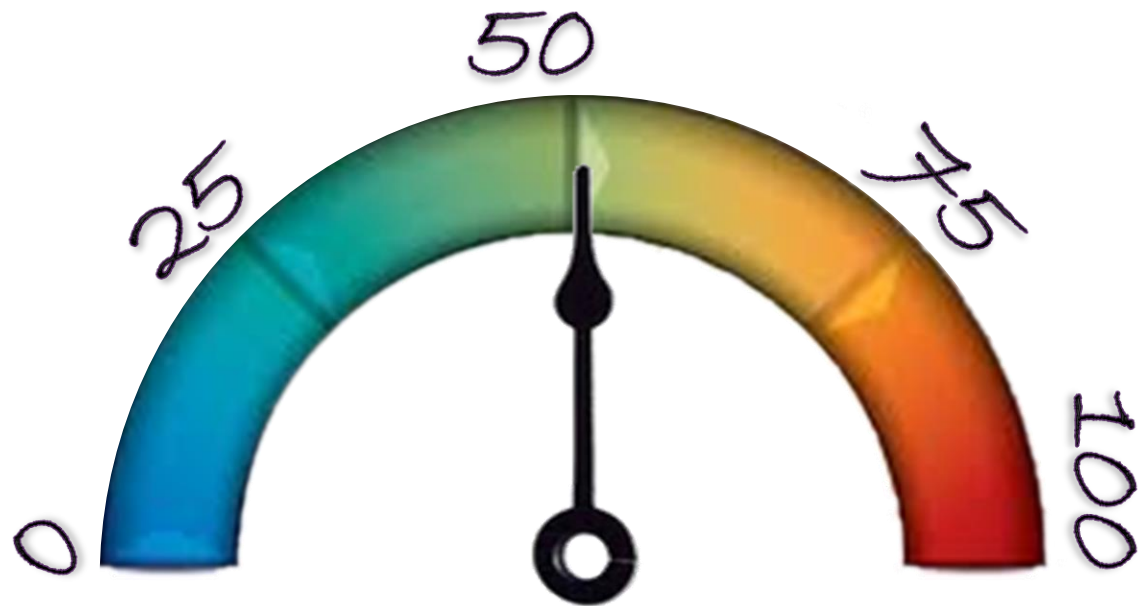
Powerful ###

Strong statement

Quote

Problem/Issue/Challenge

Rhetorical Question



Make Me Care Meter

ORGANIZE



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. 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...”**

Generic built 2000 with several key themes in mind. The features represent enabling technologies that translate into compelling business benefits

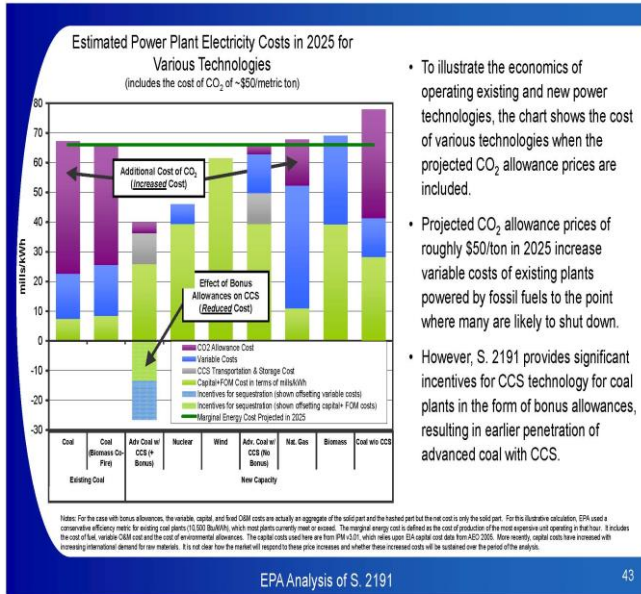
Highly Reliable	Enabling Technologies	<ul style="list-style-type: none"> Lower MTBF and greater driver testing Elimination of most reboot scenarios Extensive clustering services Faster system recovery and restart
	Business Benefit	<ul style="list-style-type: none"> Increased user productivity Improved stakeholder experience Improved asset utilization
Easier to Use And Manage	Enabling Technologies	<ul style="list-style-type: none"> Cloud/roaming support Mobile, network mgmt.
	Business Benefit	<ul style="list-style-type: none"> Consolidation options Centralized management/control
Next Generation Web Apps	Enabling Technologies	<ul style="list-style-type: none"> Cloud SaaS, transactions Mobile Support Source control Security
	Business Benefit	<ul style="list-style-type: none"> Cloud IT "fabric" User engagement Self-service action



Creating Slides



Near-Term Power Plant Economics with CO₂ Allowance Costs



- To illustrate the economics of operating existing and new power technologies, the chart shows the cost of various technologies when the projected CO₂ allowance prices are included.
- Projected CO₂ allowance prices of roughly \$50/ton in 2025 increase variable costs of existing plants powered by fossil fuels to the point where many are likely to shut down.
- However, S. 2191 provides significant incentives for CCS technology for coal plants in the form of bonus allowances, resulting in earlier penetration of advanced coal with CCS.

- **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

GI neuroendocrine tumor/carcinoma:

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 "carcinoid syndrome" of cutaneous flushing, sweating, bronchospasm, colicky abdominal pain, diarrhea, and right sided valvular fibrosis. In this syndrome, the symptoms are produced by bioactive substances secreted by the tumor, such as serotonin, histamine, and bradykinin. As these substances are typically metabolized by the liver, the presence of carcinoid syndrome strongly suggests that metastatic disease may be present. Most of the neuroendocrine tumors producing carcinoid syndrome are of midgut origin (jejunum and ileum, appendix, ascending colon). A helpful diagnostic test for carcinoid syndrome is the detection of 24 hour urinary 5-hydroxyindoleacetic 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 Zollinger-Ellison syndrome or with MEN type 1 are typically confined to the mucosa or submucosa.

In the stomach, these tumors typically present as a mass lesion or polyp. In chronic atrophic gastritis, one can see hyperplasia of the endocrine cells in the atrophic fundic mucosa. Neuroendocrine tumors associated with chronic atrophic gastritis often behave in an indolent fashion, 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

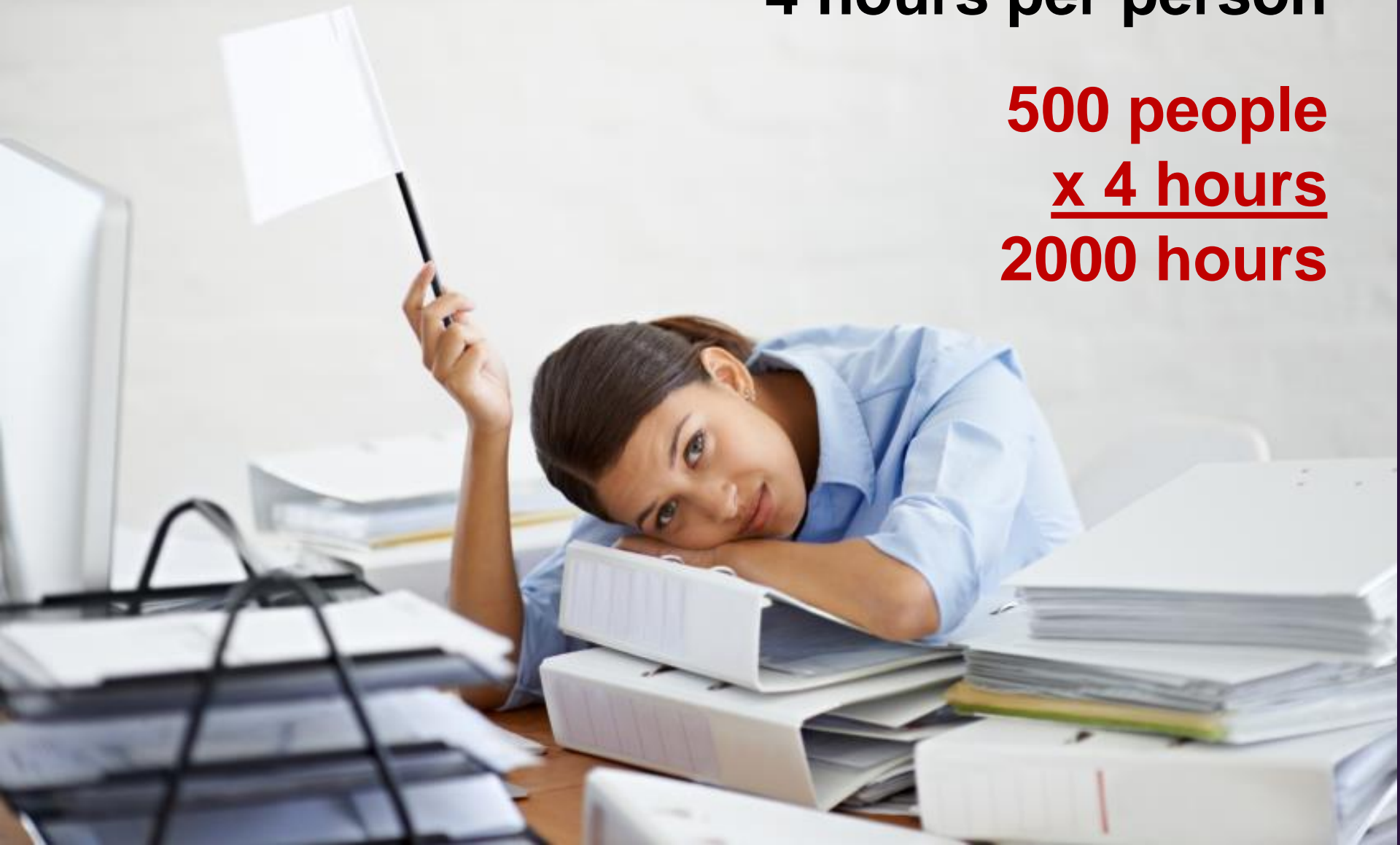
- **I want to talk to you about a new way we want to log expenses.**
- **First I'm going to take you through the program and then I will show you how you would be able to enter your receipts. When entering a receipt, you would first click here on the upper right hand side of your screen which brings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

YOUR TURN



Telling a story



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

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

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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WIMPY WORDS



- **W**impy Approach
 - I think---we might be able
 - We're confident, optimistic, we expect
- **I**nquiries/Tag lines
 - This might work, don't you agree?
 - Here are the facts to support
- **M**aybe I'm not sure
 - Maybe, kinda, I think, I guess, sort of
- **P**adding/Negatives
 - Um, ah, like, ya know, just Cannot, don't
 - Can do, will do

If you want presence,
then be present



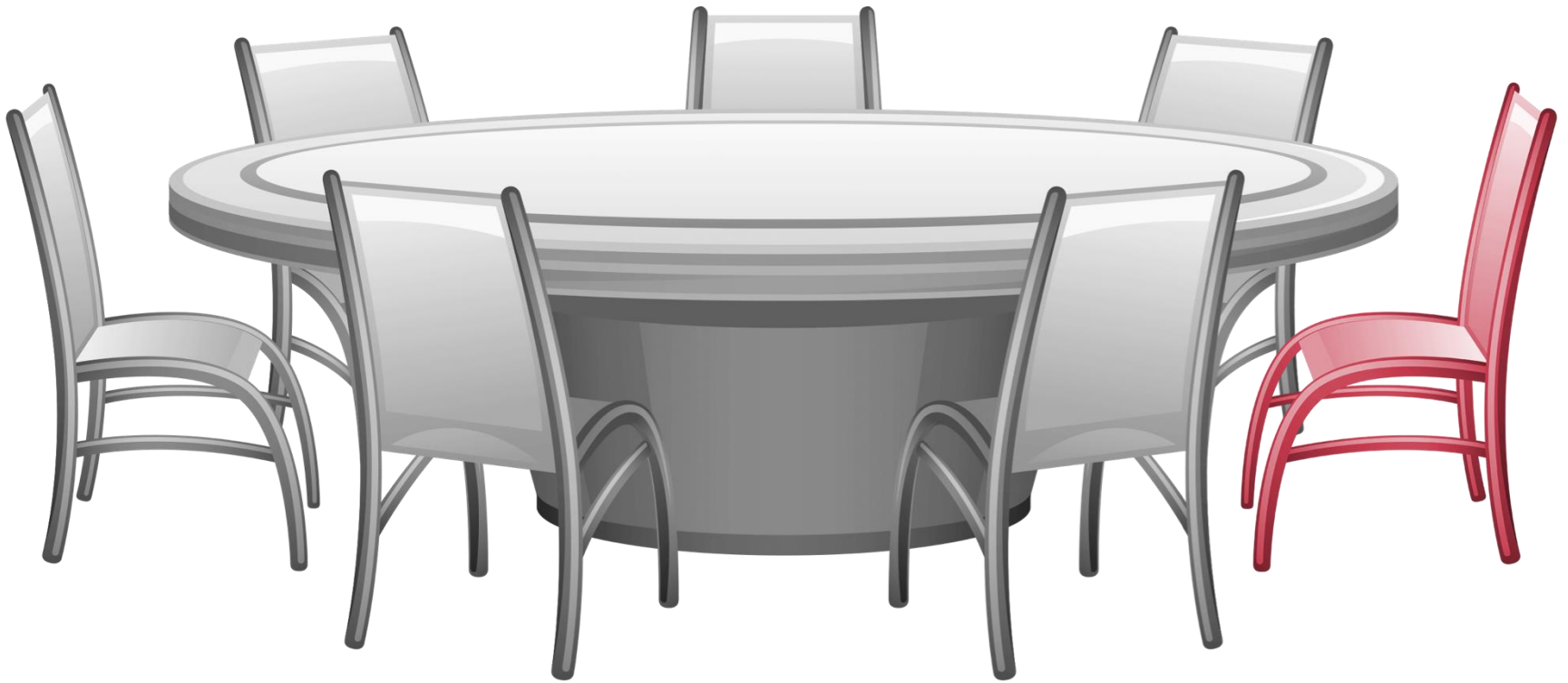
Audience Misperception



If I know it,
then
everyone
must
know it



Seat at the Table



Speak Up

Preparation

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

2-3 points in advance

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

Key words

- **Play off others**
- **'So if we improve efficiency'**

Techniques to Speak Up



Speak Up

Help them elaborate

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

Incorporate Remarks

To disagree

- 'Here's another perspective'
'In my experience'

Appeal

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

Techniques to Speak Up