



Sharing the Message

Presenting and
Communicating with Impact

November 7, 2017

New Brunswick, New Jersey



Introduction & Agenda

- Limit Interruptions: Cell Phones
- Look for Practical Applications
- Return from Breaks

Learning Guidelines



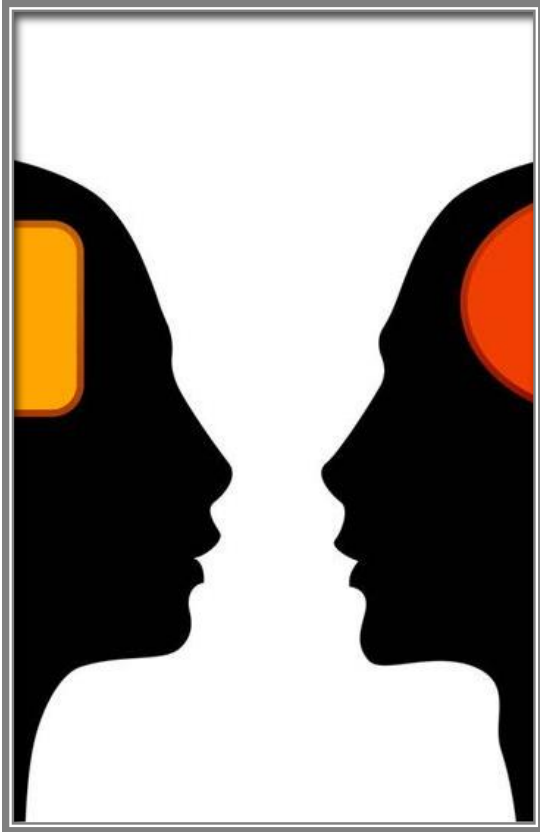
- Stay Focused
- Be Willing to Try
- Encourage One Another
- Ask Questions

Johnson & Johnson Global Services

- What You Do
- What You've Done
- How you Relate to Others



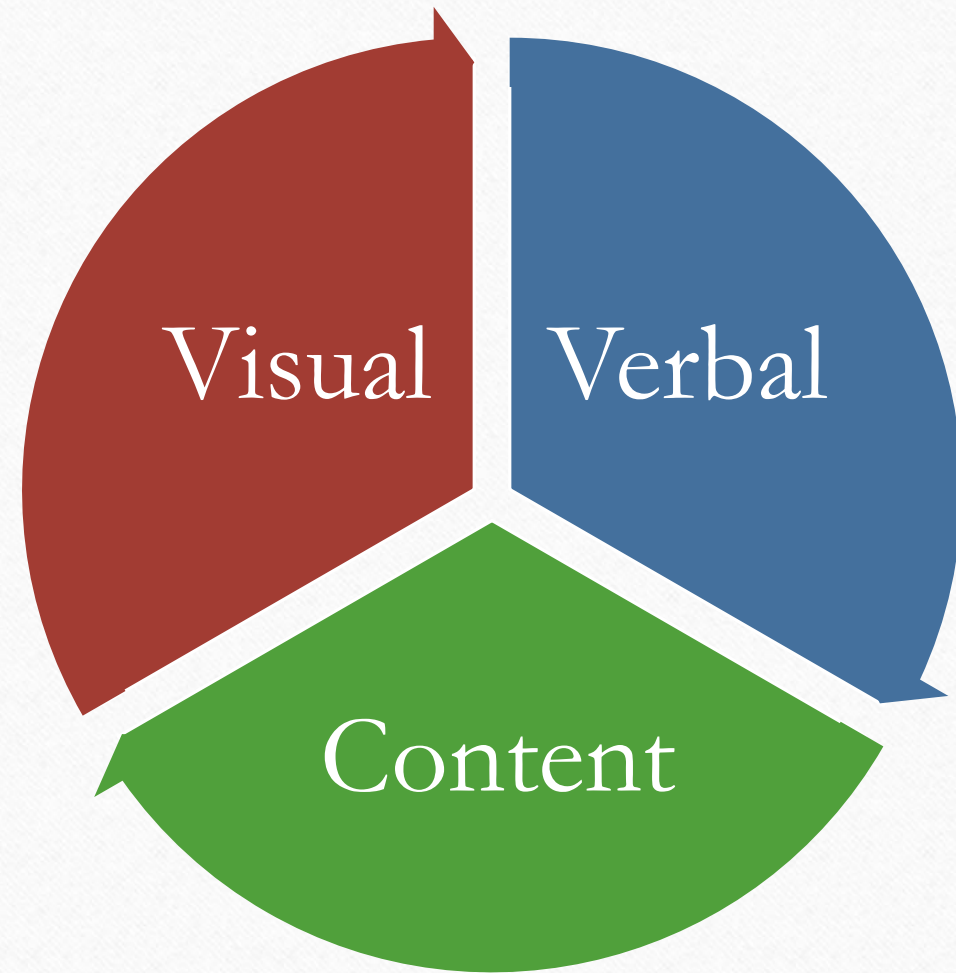
How Do We Communicate ?



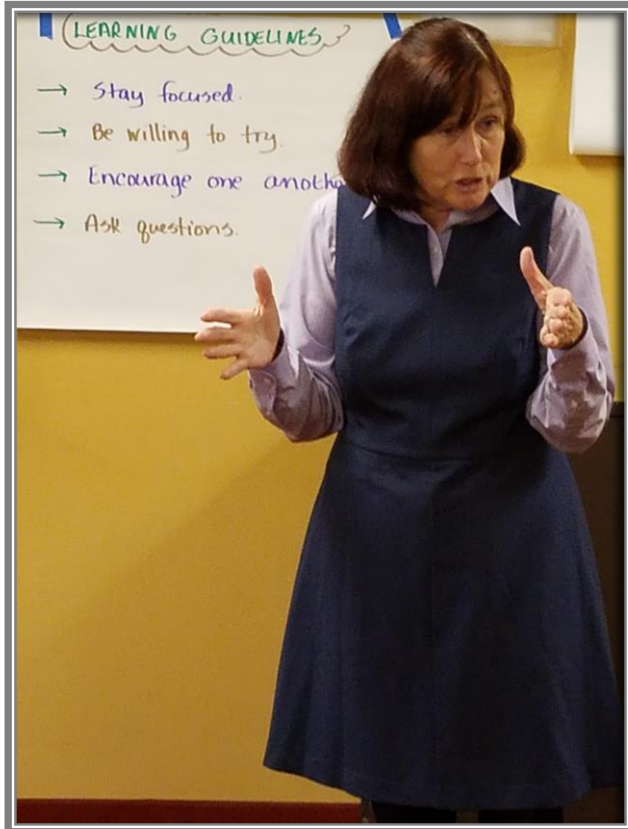
- Are You Visual, Verbal—or Both?
- Do Others Believe What You Say?
- Do You Talk At People or To Them?

What Others See and Hear

- How Long Does it Take to Form an Impression?
- What is Vocal Delivery?
- What Puts Meaning into What You Say?



Your Turn to Present



- Breakout Groups
- Present Three-to-Five Slides
- This is Not a Test
- Feedback

It's Not About You



Average Attention Span

- 2001: 12 Seconds
- 2012 Eight (8) Seconds
- Goldfish: Nine (9) Seconds





How to Control Nervousness

Always Focus on a Positive Outcome

1. Listen
2. Breathe
3. Think
4. Speak

How to Manage Time

- What COULD you Say
- What SHOULD you Say
- What MUST you Say



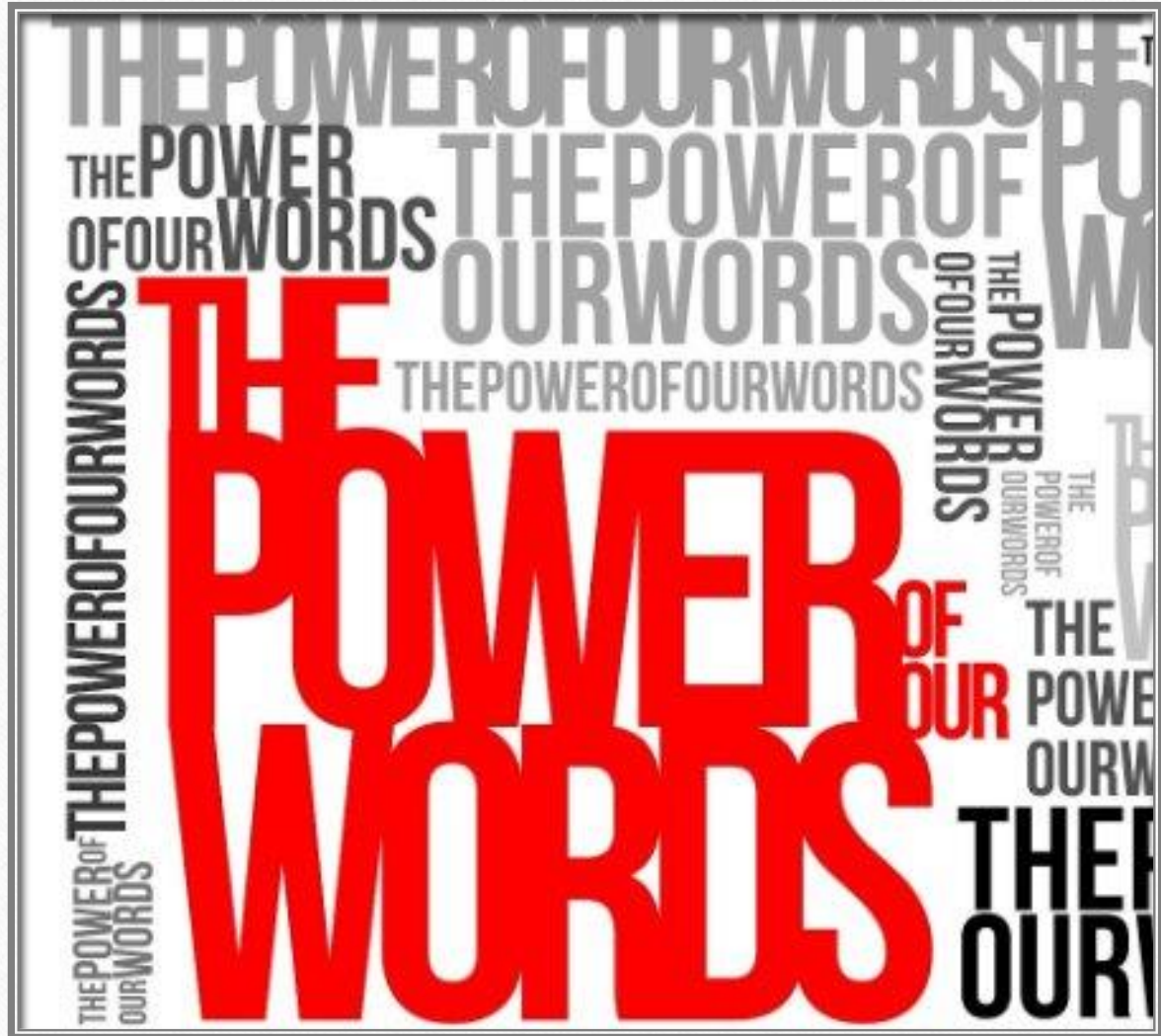


Opening Remarks

- Tell A Story
- Give An Example of Why They Should Care
- Provide a Powerful Number
- Make a Strong Statement
- Define a Problem, Issue or Challenge
- Ask a Rhetorical Question

Words Matter

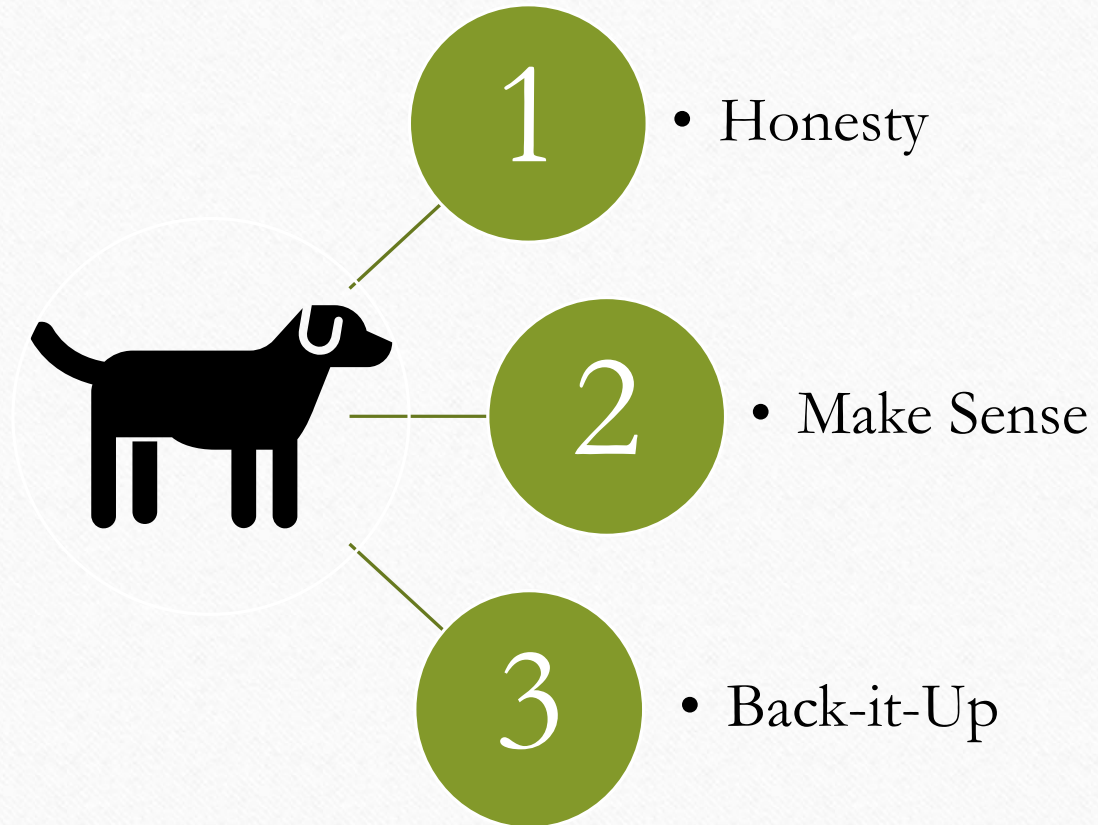
- Inspire
- Sell
- Honor
- Represent
- Drive Ideas



Words Matter



Credibility



Leadership is
determined by
Behavior.

Communication is
determined by
Clarity.

A large, bold, black serif letter 'M' centered within a white rounded square.

MESSAGE

- Frame from their Perspective
- Impactful, Important, Interesting

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AUDIENCE

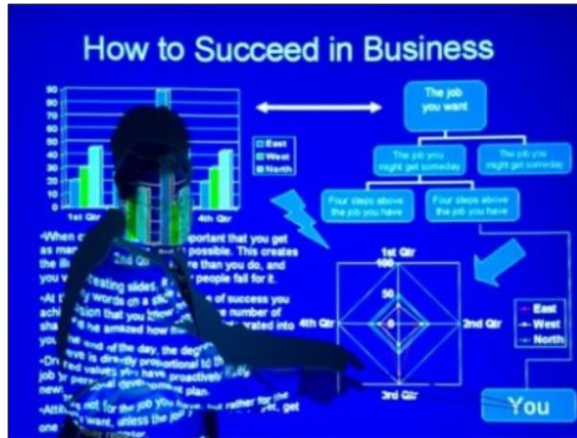
- Management, Peer, Customer
- What's In It for Them? Why Care?


A large, bold, black serif letter 'P' centered within a white rounded square.

PURPOSE

- If You Don't Know, They Never Will
- Promoting, Selling Ideas, Gaining Allegiance

How Slides Kill Presentations



Wonder PowerPoint Slides 

- This PowerPoint Presentation is a collection of all of the prompts in the Read-Aloud Teacher Guide and Literary Log.
- Students could be directed to respond to the writing prompts in their own notebooks or iPads/computers. If using iPads or computers, those **Individual Student Responses** could easily be emailed to the teacher for viewing and comments.
- Each slide is labeled with the titles of each part and includes any pertinent vocabulary that may demand additional explanations or definitions to facilitate comprehension.
- Slides are designed to engage students and help them focus on the prompts. Graphics are intended to engage students while providing visual clues to the prompts.

- Too Much Content
- Reading
- Mixed Messages
- Competing Ideas
- Too Much Information
- Talking to Notes or Slides
- Pointers

It's Not About the Slide



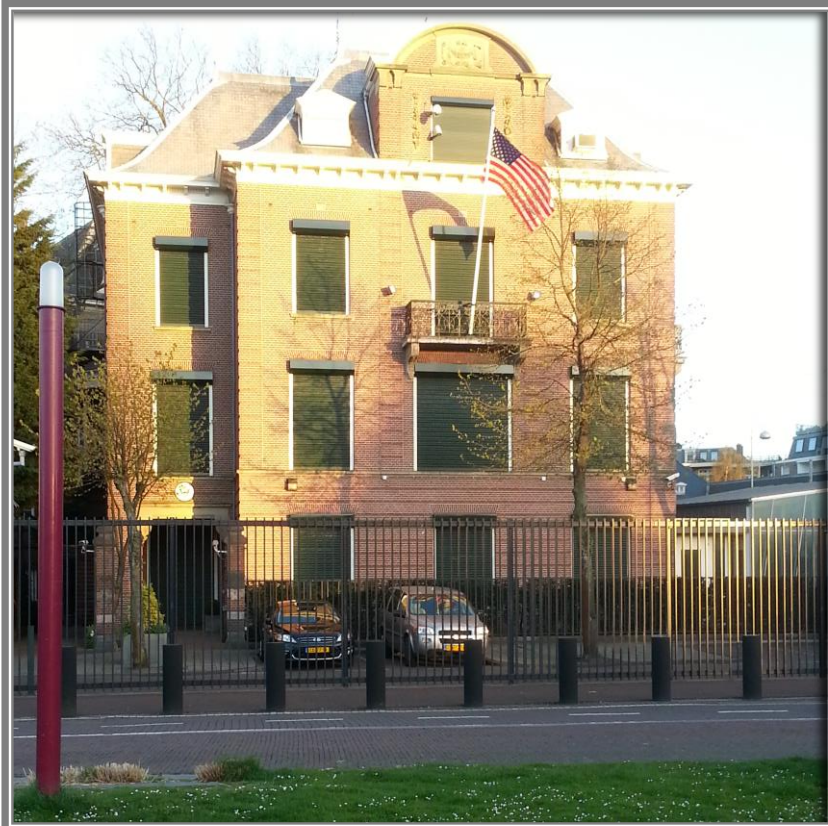
- Look at Person
- Talk, Don't Read
- Pick Key Points
- Conversation Versus Presentation
- Graphics and Pictures
- Be a Director

Creating Slides

- Create Content First
- Headline: The Big Idea
- Just a Few Points
- Minimize Words/Maximize Pictures
- Fonts: 44/24
- Practice Out Loud With/Without Slides



Transitions



- Issues (Challenges, Budgets)
- Actions (Steps, Timelines)
- Data (Studies)
- Future Success (Benefits)

Transitions: Space Between Ideas

- Shifting gears, let's move on...
- Based on what you've heard, you might think X is true. But it's not. In fact, Y may be your best option. Here's why...
- Now that we understand the potential, let's look at the timeline.





Which Would You Rather Hear ?

We offer fertilizer that will help your plants grow.

OR

Our fertilizer will help YOU grow bigger, brighter plants that need less watering.

Let's Switch Groups

- Time to Prepare
- Same Format as Before



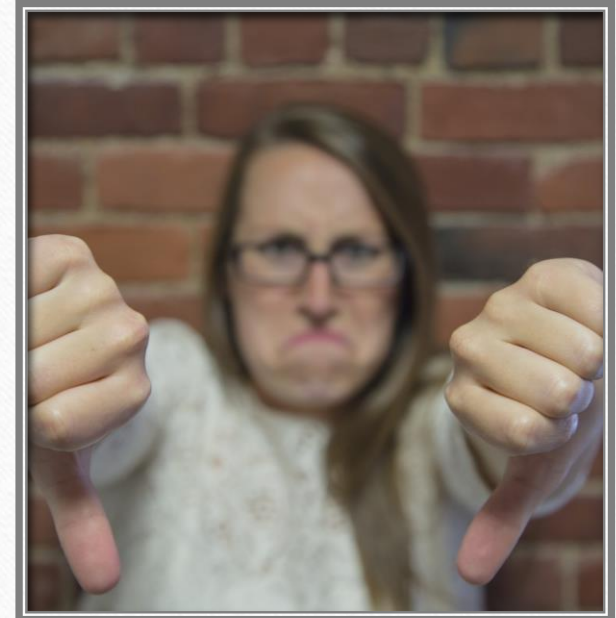
C P R

- Compelling
- Personal
- Relevant



Communications Failure

- Off-the-Cuff Statements
- Poor Preparation + Little Practice
- Disregard for Feelings of Others
- Boring Content
- Audience Knowledge





Body Language

- How to Stand—and Always Stand if Possible
- Sit and Deliver
- Hands, Face and Neck
- Movement
- The Eyes Have It

It Could Happen to You Too





Thank You
for your Participation

*Please fill out
Evaluation Forms*

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<http://www.karenfriedman.com/J&JGlobalServices>