



**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?



# Most people admit doing something else while you're presenting

**28%**

TEXTING



**27%**

CHECKING  
EMAIL



**19%**

SURFING  
INTERNET



**17%**

SLEEPING



# What People Remember after a 10 minute Presentation

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



10%



# DON'T BURY THE LEAD



# Average Attention Span



- **2000: 12 seconds**
- **2017: 8 seconds**

**9 seconds!**



## 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



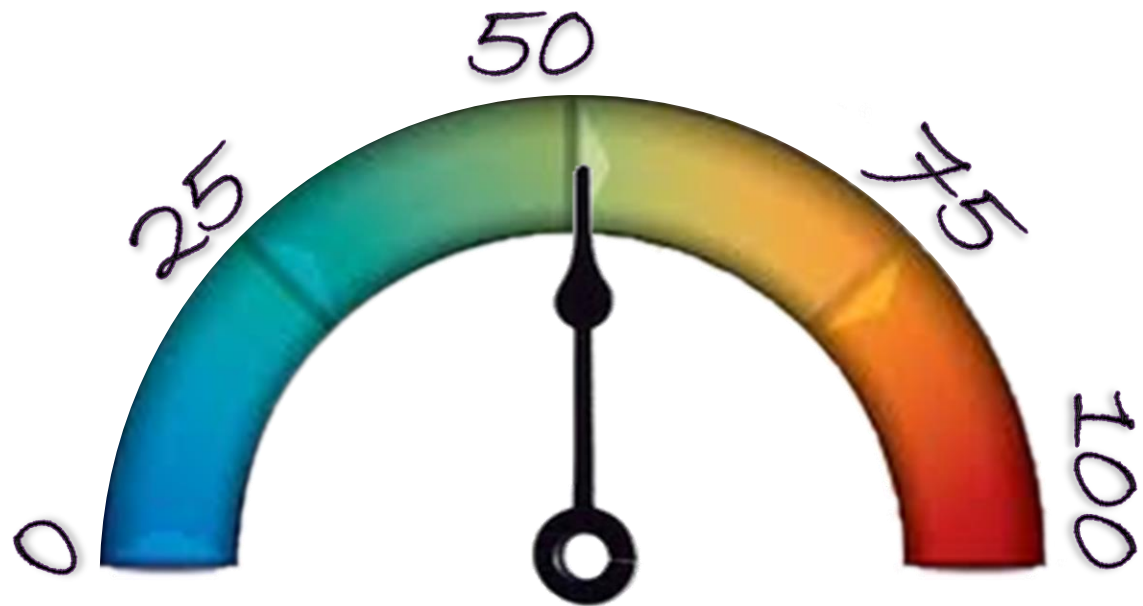


# OPENING REMARKS

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





Make Me Care Meter



**ORGANIZE**

LETRY



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...”**

# Program at Stanford University

Students presented a one minute speech that contained 3 statistics

Only



remember  
a single  
statistic



63%  
Remember  
a story

# Telling a story



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



# NEW EXPENSE LOG SYSTEM

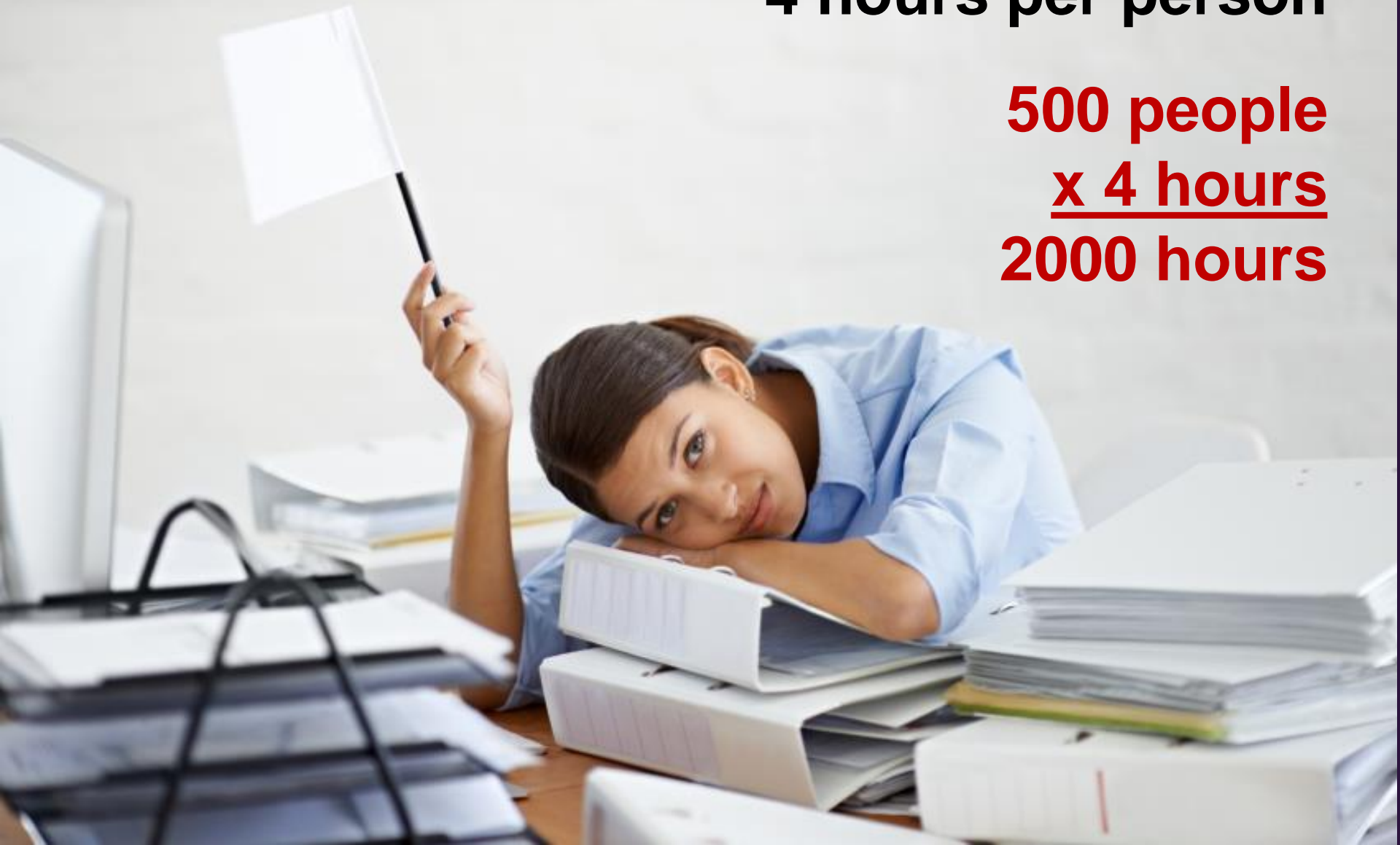
- **I want to talk to you about a new way we want to log expenses.**
- **First I'm going to take you through the program and then I will show you how you would be able to enter your receipts. When entering a receipt, you would first click here on the upper right hand side of your screen which brings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



**P**

## PROBLEM

- Q3 # weak. Can't pay bonuses until they improve

**P**

## POTENTIAL

- Two big new clients. Potential to bring in \$. Need manufacturing overhaul

**P**

## PLAN

- Bringing in experts to help

**P**

## PROBLEM

- Delay launch because we're not ready

**P**

## POTENTIAL

- Only 2 sites agreed to use our product. Opportunity to add sites, better launch

**P**

## PLAN

- Social media and marketing campaign, hire additional sales people

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



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









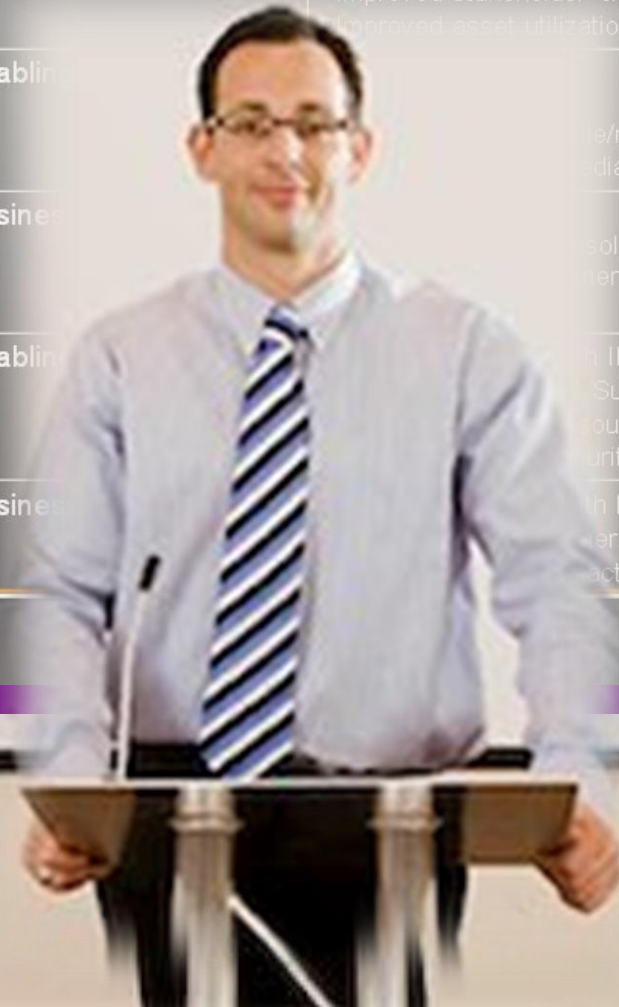
**C-P-R**

# YOUR TURN



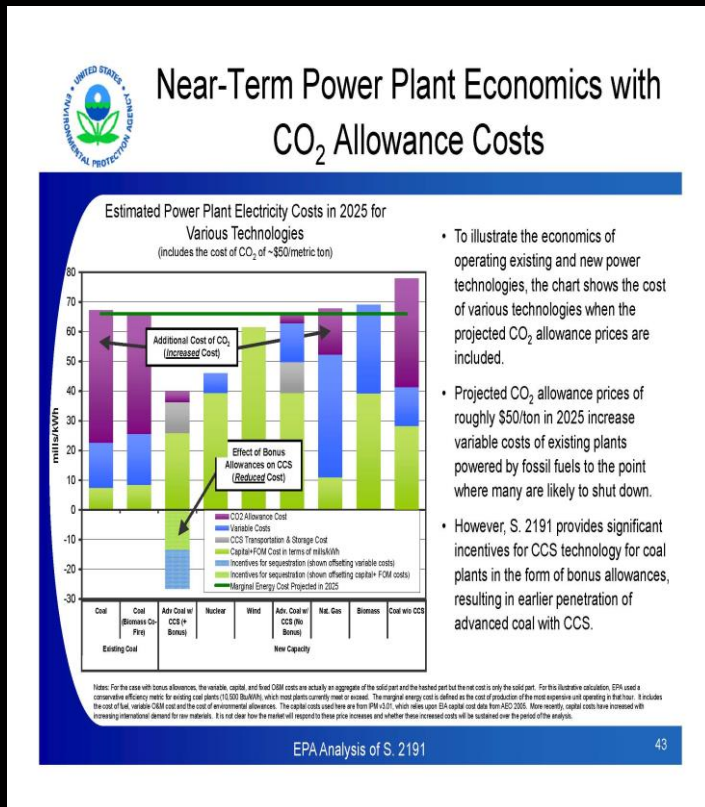
# Generic built 2000 with several key themes in mind. The features represent enabling technologies that translate into compelling business benefits

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



# CREATING SLIDES

- **Create content first**
- **Title: Headline BIG idea**
- **3-5 Key Ideas**
  - **Supporting Points**
  - **Examples, Vignettes, Anecdotes**
- **Minimize words/ maximize pictures**
- **Large font/white space**
- **Slide follow you**
- **Practice with/without**
- **Out loud**



# **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**

# Executive Presence

Managers often say to me,

“

he/she is good at what they do  
but they lack executive presence

”

## 268 executives pinpointed 3 essential elements of executive presence

### Gravitas

(how you act)



67%

### Communication

(how you speak)



28%

### Appearance

(grooming, fitness)



5%





# 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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MULTIPLE  
M a b c d LE  
MANIA



# Question 1

Big wide gestures can make you appear:

a) Approachable

b) Deceptive

c) Untrustworthy

d) Animated



## Question 2

The term “the Clinton box” means:

- a) Fidgeting
- b) Containing hand movements
- c) Inappropriate behavior
- d) Repetitive gestures



## Question 3

Gesturing as if you are holding a ball between your hands signals:

- a) Bossy
- b) Facts at fingertips
- c) Friendliness
- d) Reserved



## Question 4

What does clasping your hands in a pyramid shape signal?

**You answer...**

a) Arrogance

b) Domineering

c) Relaxed

d) Nervous



# Question 5

A wide stance indicates:

a) Control

b) Discomfort

c) Arrogance

d) Honesty





## Question 6

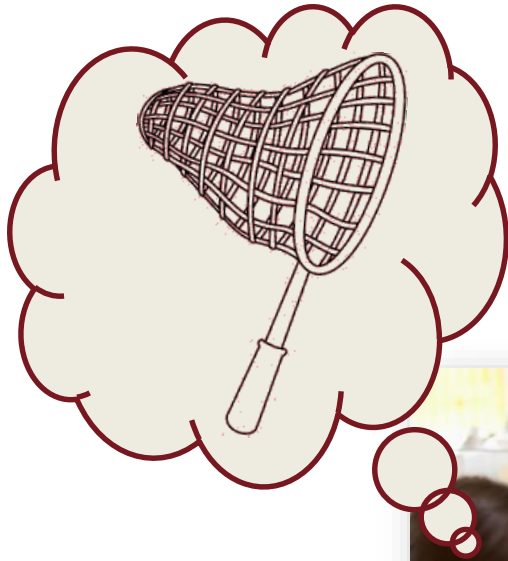
What gesture indicates openness and honesty?

- a) Palms down
- b) Head nodding
- c) Palms Up
- d) Smiling

**Average employee:**



**1/2 work week in meetings**



**1/2 work week in meetings**

# How do we communicate?



# How do we communicate?

