



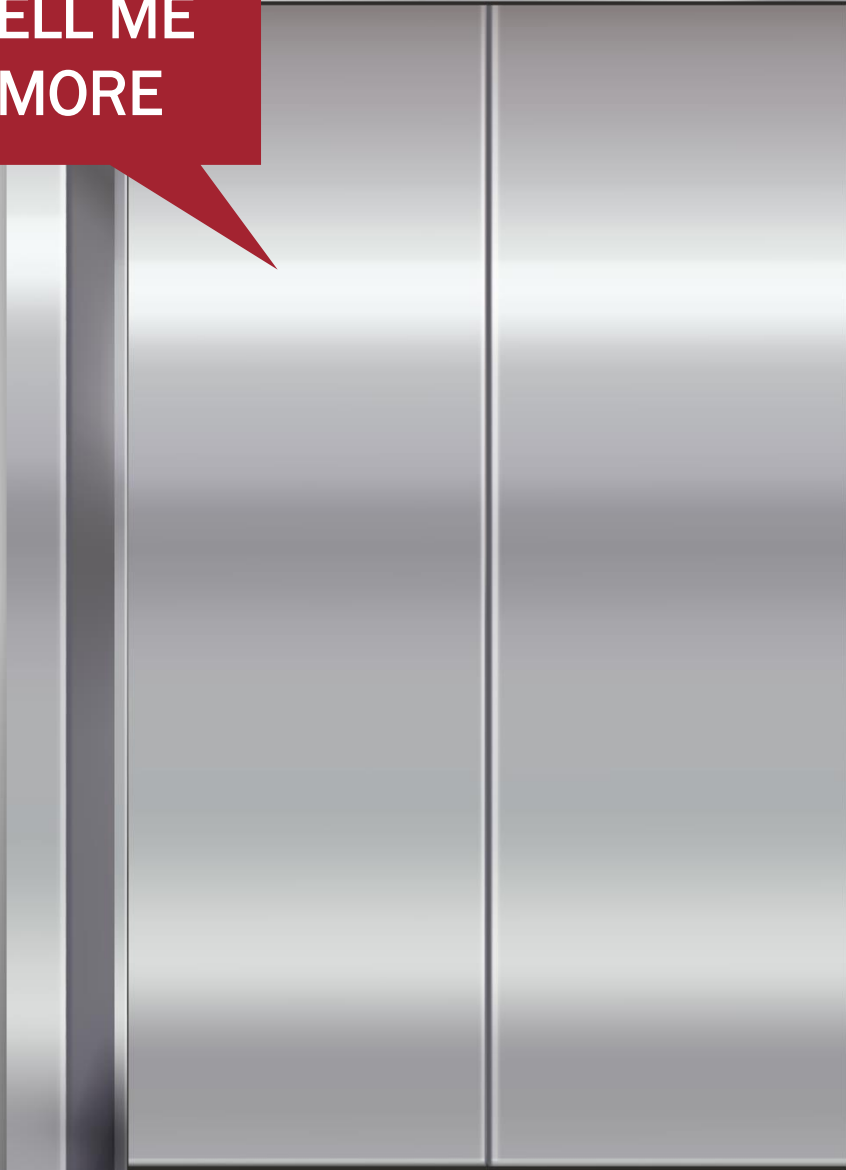
Karen Friedman
— ENTERPRISES —
CREATING COMPELLING COMMUNICATORS

HOW TO GIVE A GREAT PRESENTATION

**Communicating Your
Message for Maximum
Impact**

22 ↑

TELL ME
MORE



Who is your audience?



THE
ONE
THING



YOUR TURN



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%



Average Attention Span



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

9 seconds!

DON'T BURY THE LEAD





OPENING REMARKS

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

Program at Stanford University

Students presented a one minute speech that contained 3 statistics

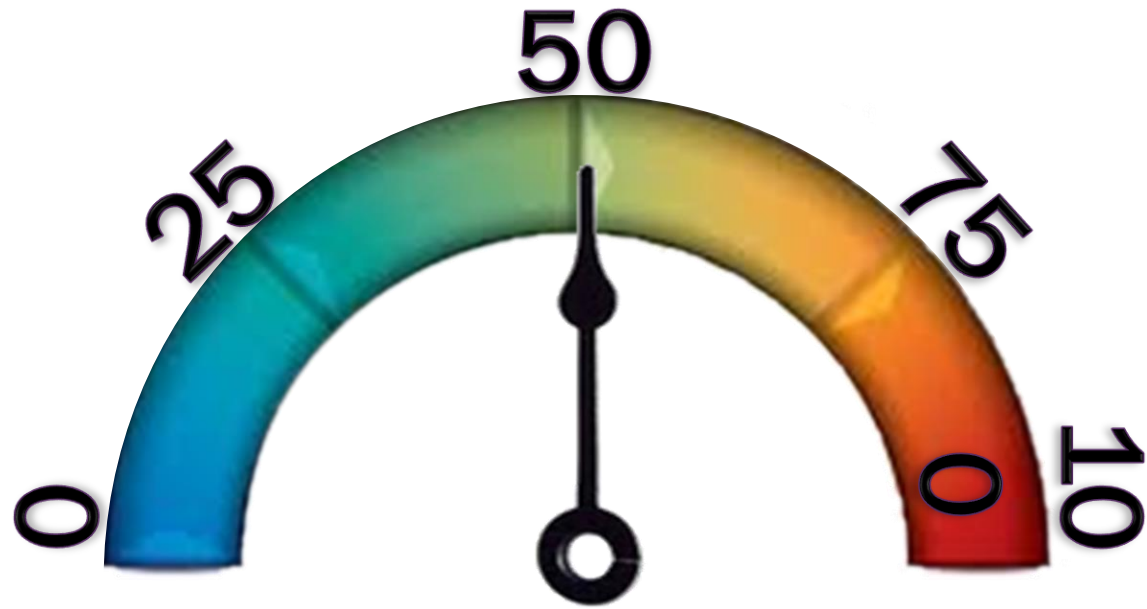
Only



remember
a single
statistic



63%
Remember
a story



Make Me Care Meter

YOUR TURN



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...”**



Examples

Analogies

Anecdotes

**Powerful
Numbers**

ISSUE

ACTION

DATA

FUTURE

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**



Telling a story



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





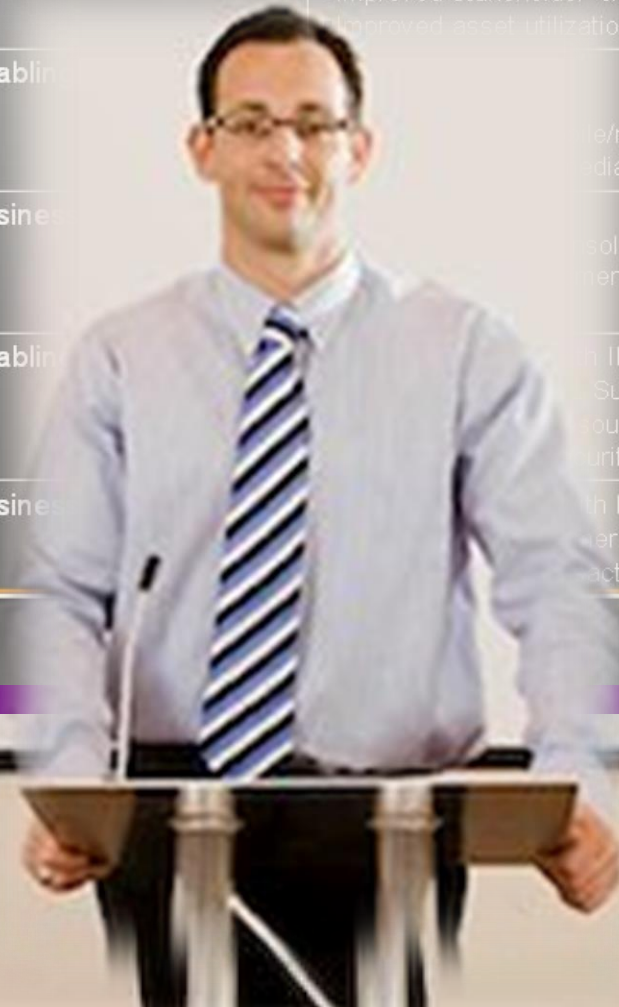
C-P-R

YOUR TURN



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

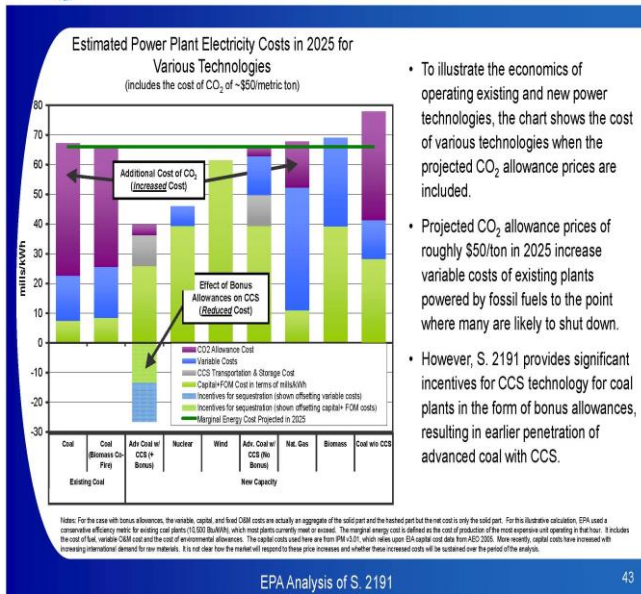
Highly Reliable	Enabling Technologies	<ul style="list-style-type: none"> Lower MTBF and greater driver testing Elimination of most reboot scenarios Extensive clustering services Faster system recovery and restart
	Business Benefit	<ul style="list-style-type: none"> Increased user productivity Improved 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" Greater user engagement Greater productivity Greater action



CREATING SLIDES



Near-Term Power Plant Economics with CO₂ Allowance Costs



- **Create content first**
- **Title: Headline BIG idea**
- **2-3 Key Take Aways**
 - **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%



MULTIPLE
M a b c d
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







KarenFriedman.com/pjm

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