



Karen Friedman

— ENTERPRISES —

CREATING COMPELLING COMMUNICATORS

ENGAGING LISTENERS

Communicating Your
Message for
Maximum Impact











Most people admit doing something else while you're presenting

28%
TEXTING



27%
CHECKING
EMAIL



19%
SURFING
INTERNET



17%
SLEEPING



DON'T BURY THE LEAD





OPENING REMARKS

- Story/anecdote
- Example
- Powerful ###
- Strong statement
- Rhetorical question
- Cite research/context
- Problem/Issue/challenge

Opening Example

1

Q: What is most common form of cancer in men across the U.S.?

A: Prostate cancer

2

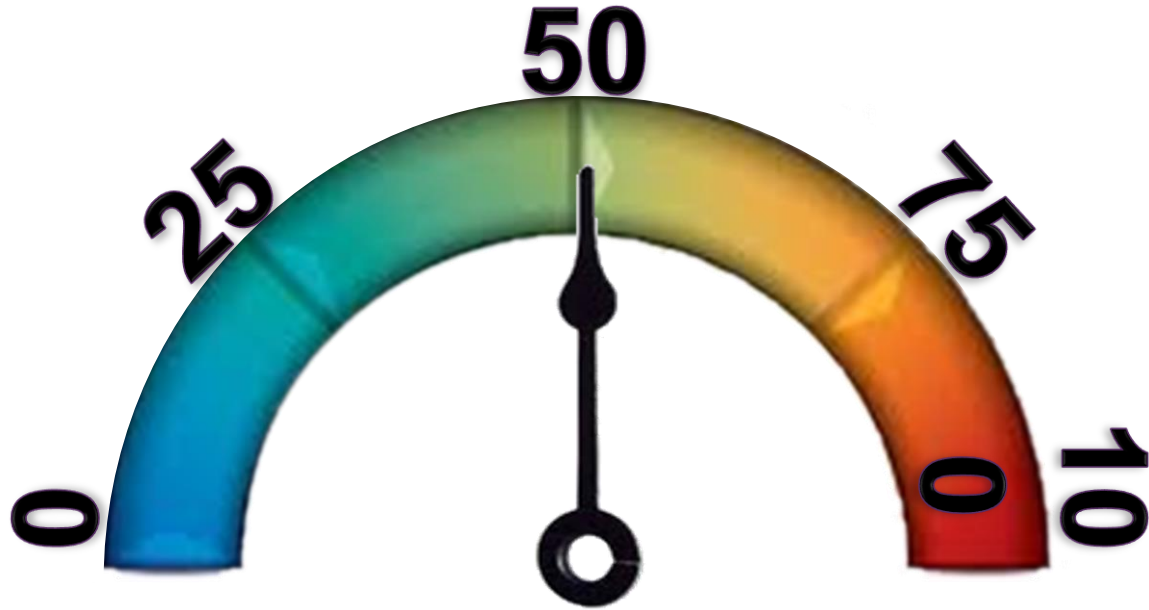
Approximately 162,000 people were diagnosed last year. NIH estimates more than 26,000 of those people were expected to die from the disease.

3

ERLEADA is the first FDA approved treatment for men with prostate cancer that has not spread (non-metastatic)

4

Because these patients are at a high-risk of the cancer spreading, there is an urgent need to treat them to delay (metastasis) the progression of the disease.



Make Me Care Meter

QUIZ: Minutes to lose attention



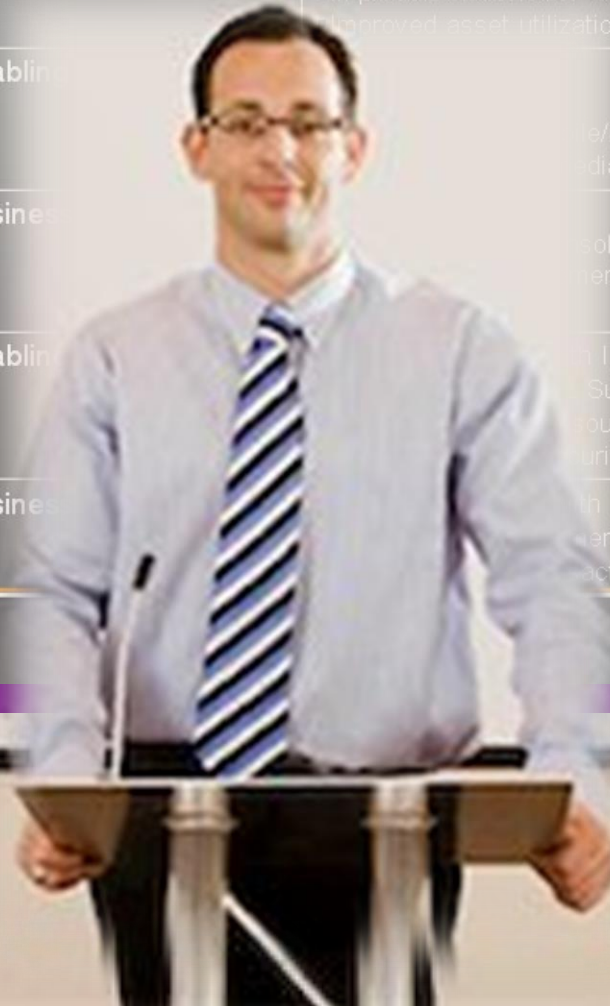
NEW SLIDE Biologist John Medina U of Wash School of Medicine

Avg 10 min before people check out/ What does that mean? Have to re-engage every 10 min like a soft break: story, research, another voice (3rd party or conversation), audience involvement ask question or share example about their practice



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"> ▪ Mobile/roaming support ▪ Media, network mgmt.
	Business Benefit	<ul style="list-style-type: none"> ▪ Consolidation options ▪ Content/control
Next Generation Web Apps	Enabling Technologies	<ul style="list-style-type: none"> ▪ SaaS, transactions ▪ Support ▪ Source control ▪ Security
	Business Benefit	<ul style="list-style-type: none"> ▪ Rich IT "fabric" ▪ User engagement ▪ Action



What People Remember after a 10 minute Presentation

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



LETRY



TRANSITION

TRANSITION

TRANSITION

Disease
Progressio
n

Key
Findings

Studies

Mean
Benefit

ISSUE

CHANG
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DATA

FUTUR
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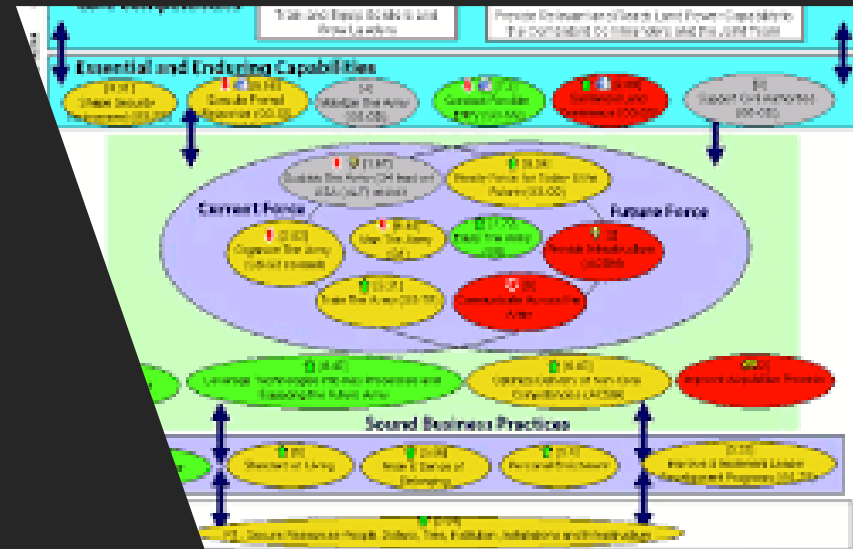


TRANSITIONS

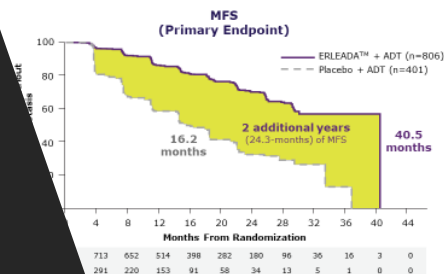
- “We’ve talked about Point A. Now let’s think about Point B.”
- “Based on what you’ve just heard, you might think that X is true. But it’s not. In fact, Y may be your best option and here’s why.”
- “Now that we understand the potential market, let’s take a look at time lines.”
- “Shifting gears, let’s move on to...”

Slide Tips

- BIG idea
- 2-3 Key take aways
 - Supporting Points
 - Facts. Research. Case Studies
- Be a director
- Make sense of data
- Provide context
- Talk, don't read
- Look at your listeners
- Have a conversation
- Examples. Anecdotes. THEM



ERLEADA™ (apalutamide) + ADT Significantly Improved Metastasis-Free Survival by 2 Years (24.3 Months) vs Placebo + ADT



72%
Reduction in the risk of distant metastasis or death
HR=0.28 (95% CI: 0.23-0.35)
P<0.0001**

All analyses stratified by PSA, bone-sparing agent use, and locoregional disease. [Hershman, PA: Janssen Biotech, Inc.]



Telling a story



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

CLOSING REMARKS

- What do you want to leave them with?
 - Circle Back
 - Strong Statement
 - Call to action
 - Repeat key points
 - Glimpse of future
 - Rhetorical question
 - Closing story
 - Recommendation

Powerful Presentations



BREAKOUTS

Write this down:

Audience?

Most important take away

Example they can relate to



Managing Customer Conversations



BREAKOUTS

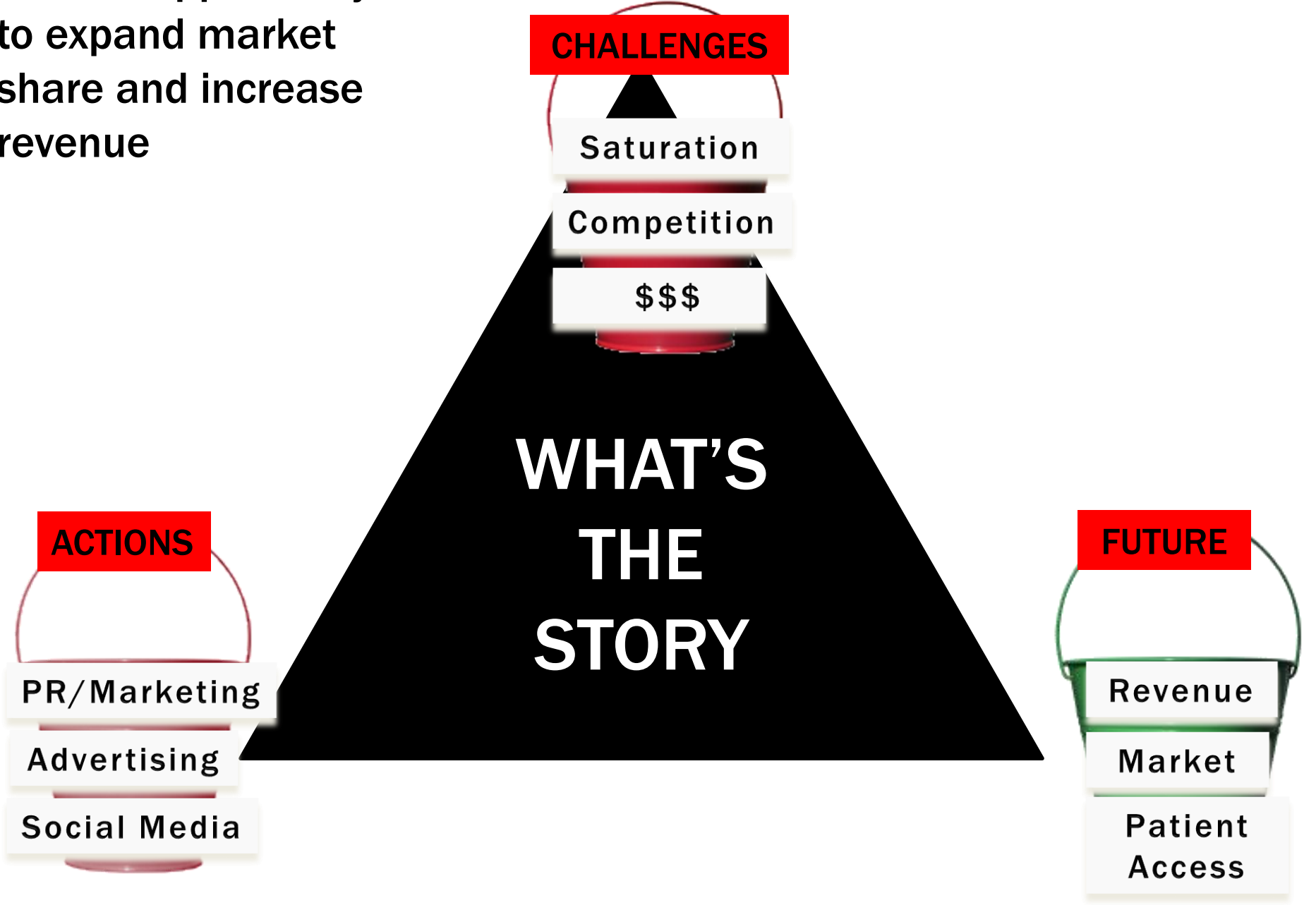
SCENARIOS

Audience?

Most important take away

Example they can relate to

STORY: Opportunity to expand market share and increase revenue



CHALLENGES

Saturation

Competition

\$\$\$

ACTIONS

PR/Marketing

Advertising

Social Media

FUTURE

Revenue

Market

Patient Access

WHAT'S THE STORY



Marrying Messages

- This is important because
- What this means is
- The reason this is significant
- The results are encouraging because
- Here's what's key
- What we found interesting
- Let me draw your attention to
- Here's what you need to know



PROBING QUESTIONS

- Can you share an example?
- Tell me about...
- Why do you think this is the case?
- In your opinion?
- Can you elaborate?
- What do you see in your practice?
- What would benefit you?



C-P-R

Message Focused Conversations



BREAKOUTS

Pick a scenario

Audience?

Most important take away

Example they can relate to

Pace

Pause

Pitch

Pronounce

Project

BODY LANGUAGE







KarenFriedman.com/jj

NEW EXPENSE LOG SYSTEM

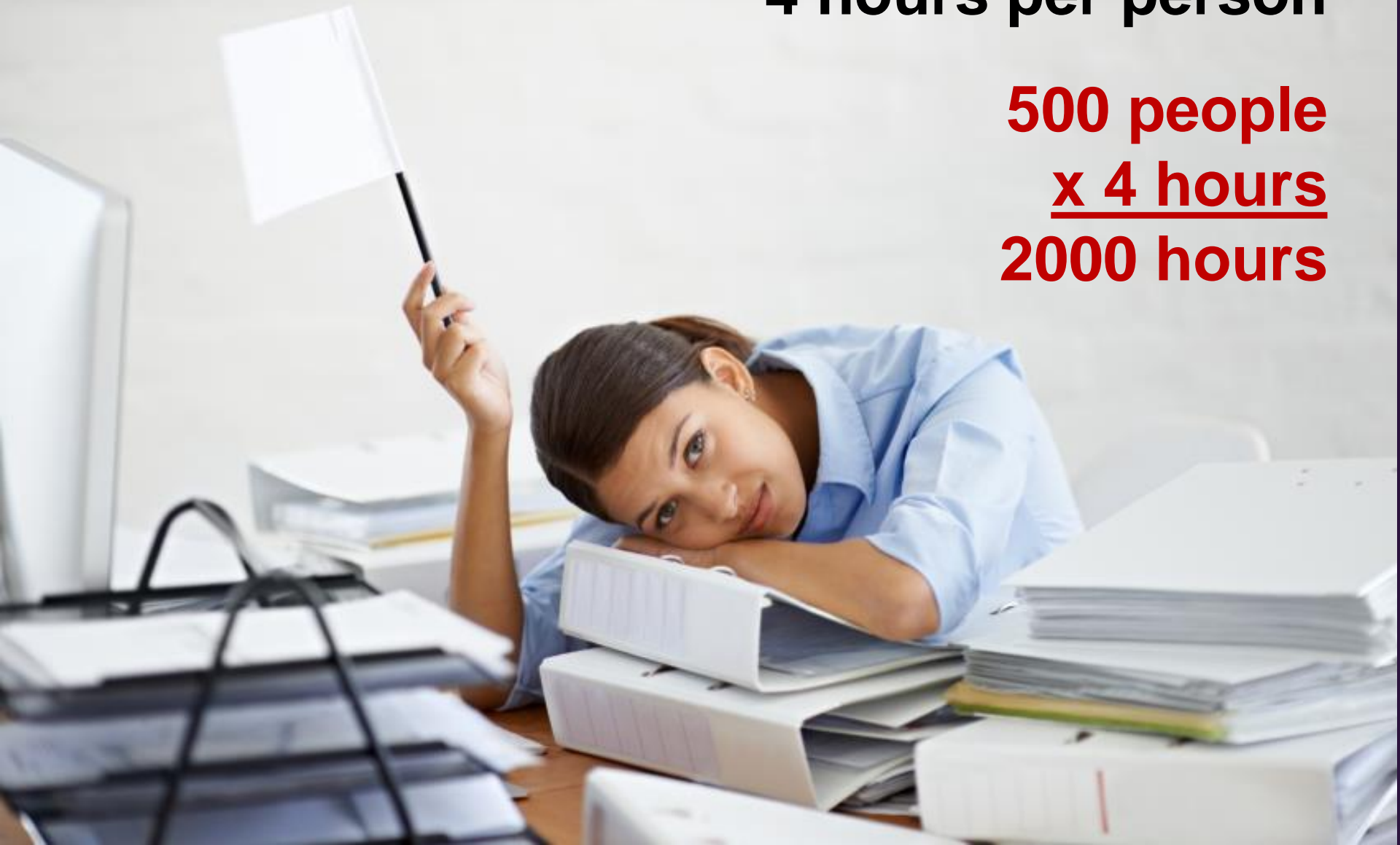
- I want to talk to you about a new way we want to log expenses.
- First I'm going to take you through the program and then I will show you how you would be able to enter your receipts. When entering a receipt, you would first click here on the upper right hand side of your screen which brings up a box.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

