



Karen Friedman

— ENTERPRISES —
CREATING COMPELLING COMMUNICATORS



VERBAL COURAGE

**Using Your Personal
Style to Impact, Inspire
and Impress**



Multiple Heterogeneous Operating System Versatility and Capacity

How do we communicate?



How do we communicate?



How do we communicate?

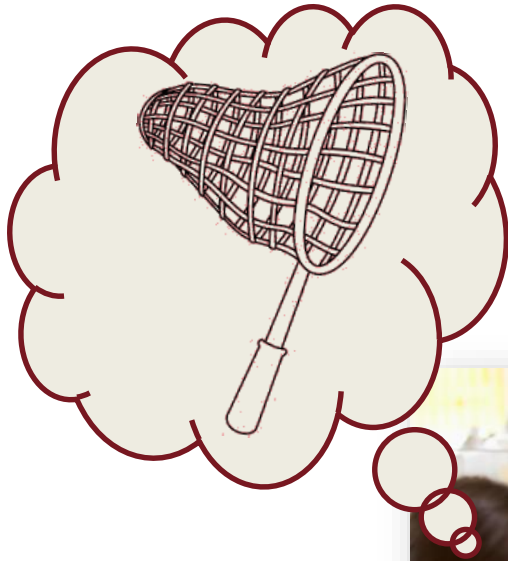
~~And what do you do to speak?~~
Do you speak up at meetings?
do people know what you say?



Average employee:



1/2 work week in meetings



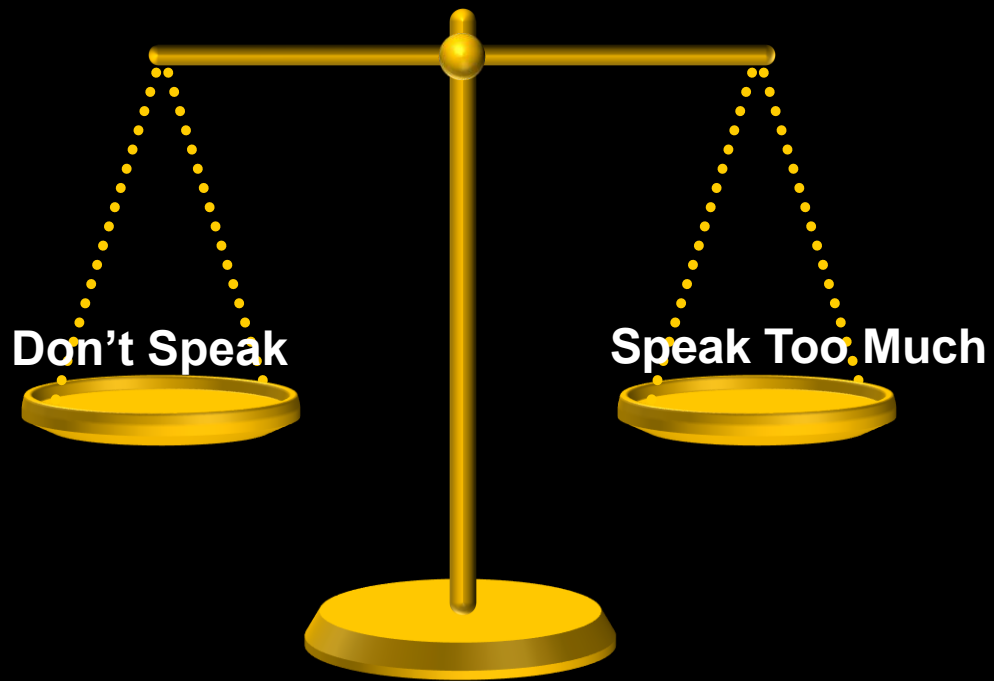
1/2 work week in meetings



SPEAK UP

REASONS PEOPLE DON'T SPEAK UP

- **Shy**
- **Lack self confidence**
- **Ideas shot down**
- **Confrontation**
- **Perceived negatively**
- **Can't think on feet**
- **Need more time to prepare**
- **Interrupted**
- **Tough to cut in**
- **Intimidated**
- **Too new**
- **Afraid of being wrong**



Don't Speak

Speak Too Much

Speak Up

Preparation

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

2-3 points in advance

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

Play off others

- **So if we improve efficiency**

Anticipate ? in advance

Techniques to Speak Up



Speak Up

Help them elaborate

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

To disagree

- **Here's another perspective**
- **Perhaps we can look at it differently**
- **In my experience**

Appeal

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

Techniques to Speak Up

The background features a magnifying glass with a black handle and frame. The lens is focused on the word "QUESTIONS" written in a large, green, hand-drawn font. Surrounding this central text are various question words and symbols in a smaller, white, hand-drawn font, including "when", "who", "why", "where", "what", "how", and "when?".

PROBING QUESTIONS

- Can you share an example?
- Tell me about...
- Why do you think this is the case?
- How did you decide?
- Can you elaborate?
- Have you ever had that experience?
- Help me understand what you mean
- What do you think of?

GENERATE IDEAS

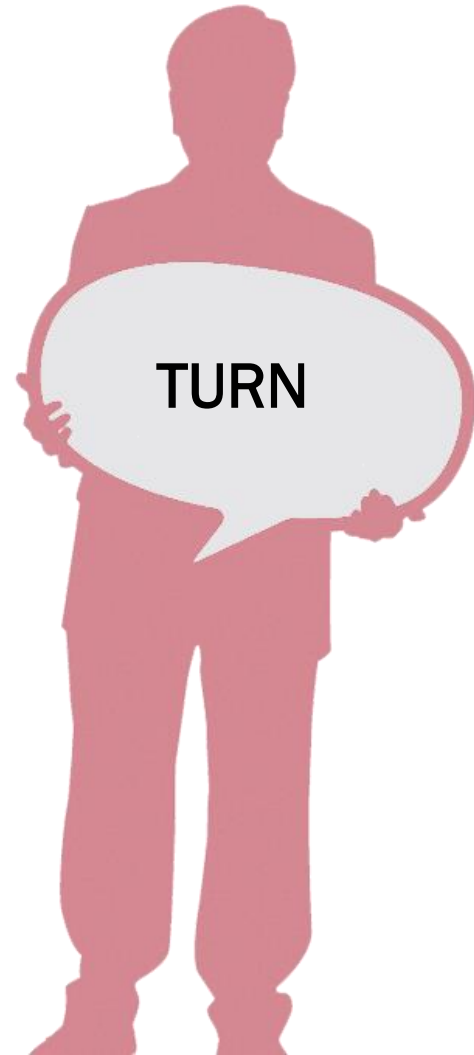
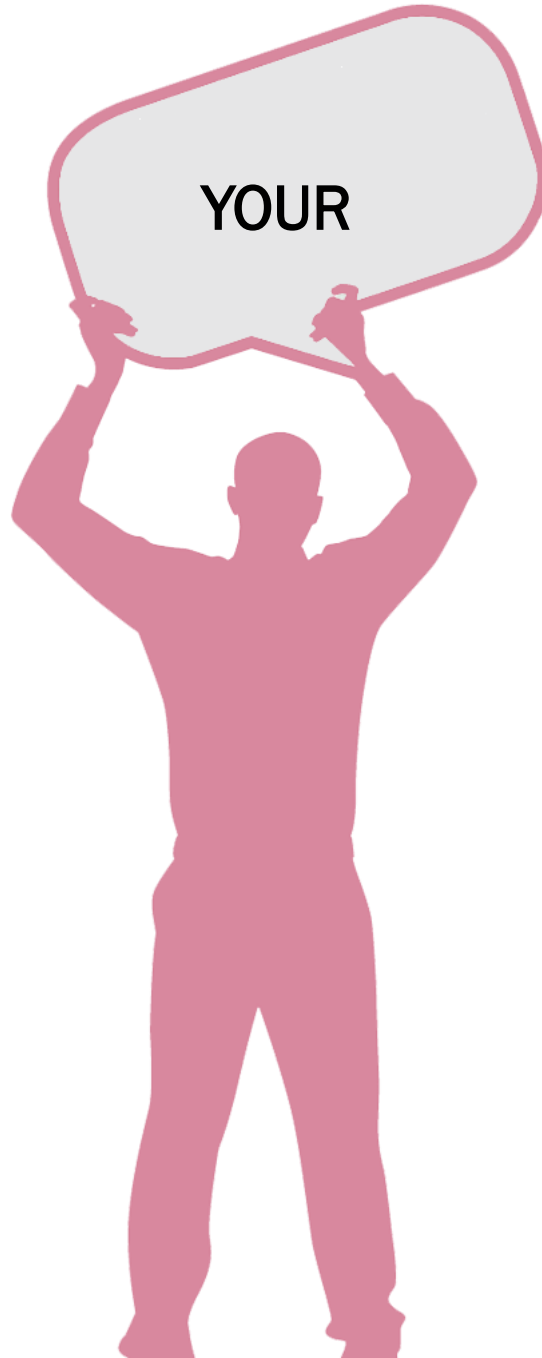


Before or during

GENERATING IDEAS

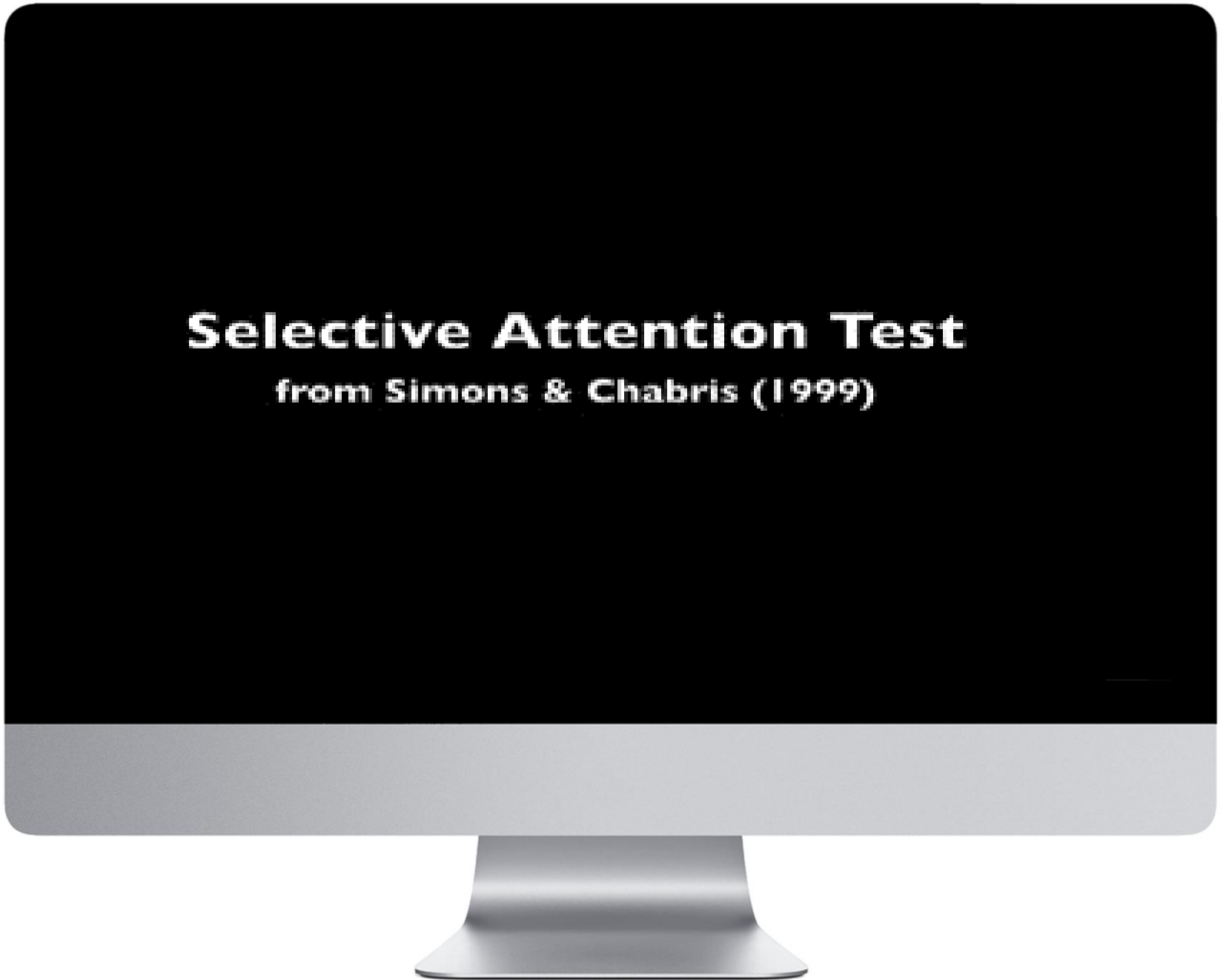
- **When at meetings, what is your biggest struggle and why?**
- **Pick a partner**
- **Tell partner what you wrote down/what you think you need to do to overcome your struggle**
- **Partner: listen, ask probing question to help them be more specific. Offer suggestions**
- **SWITCH**

Listening



Selective Attention Test

from **Simons & Chabris (1999)**



Average Attention Span



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

9 seconds!

Most people admit doing something else while you're presenting

28%

TEXTING



27%

CHECKING
EMAIL



19%

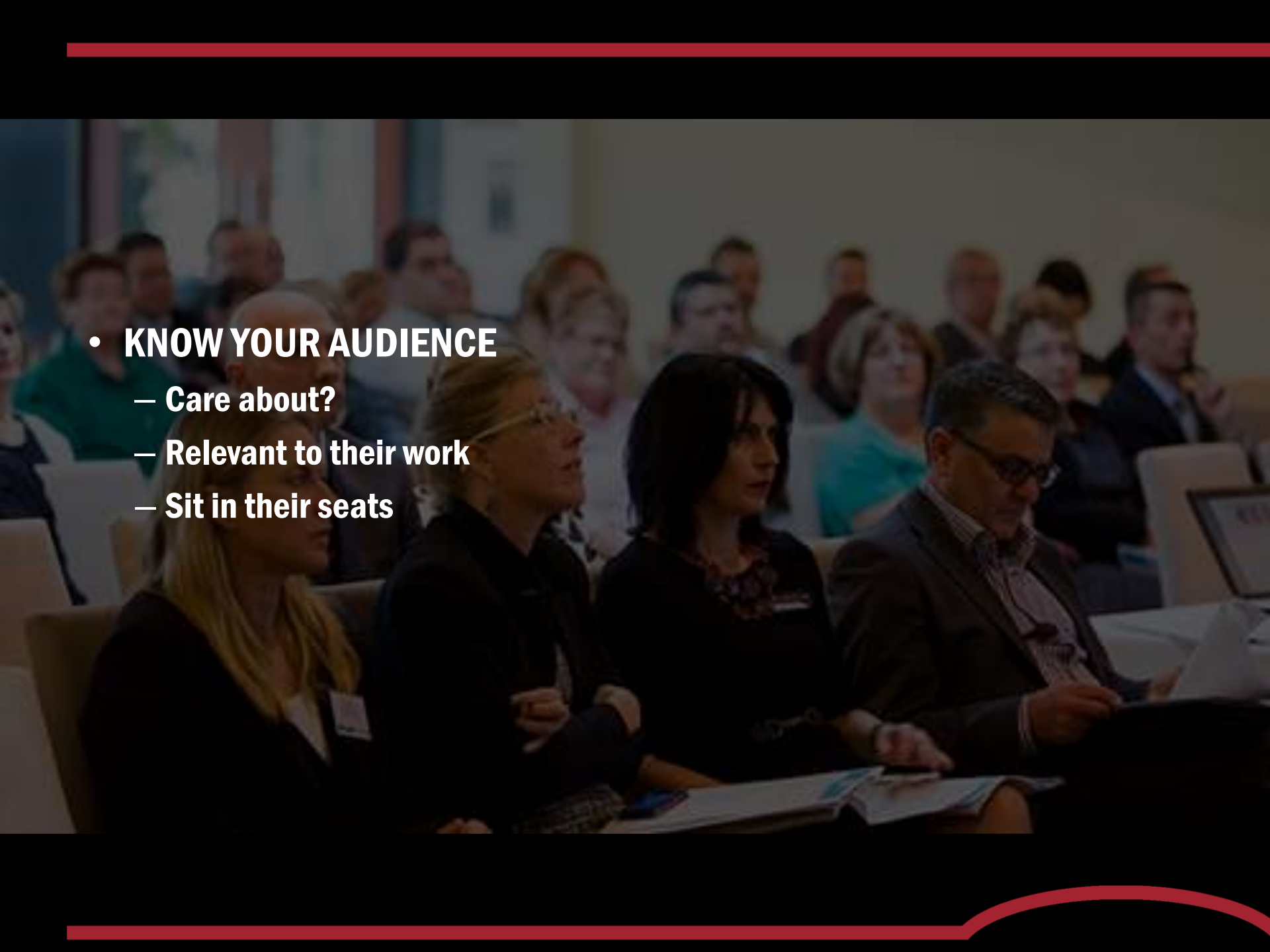
SURFING
INTERNET



17%

SLEEPING





- **KNOW YOUR AUDIENCE**

- **Care about?**
- **Relevant to their work**
- **Sit in their seats**

DON'T BURY THE LEAD



OPENING REMARKS

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



New Expense System

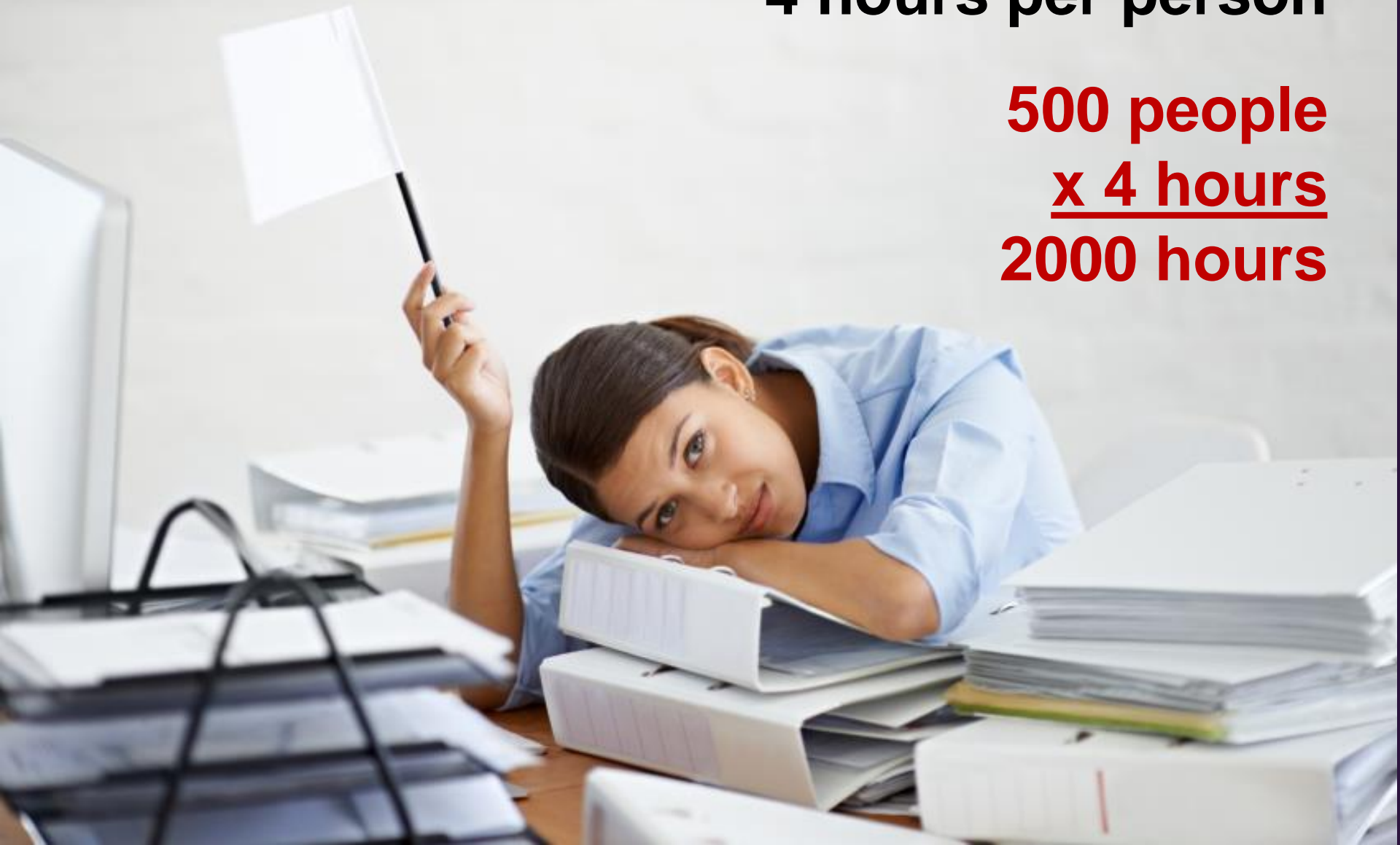
- **I want to talk to you about a new way we want to log expenses.**
- **First I'm going to take you through the program and then I will show you how you would be able to enter your receipts. When entering a receipt, you would first click here on the upper right hand side of your screen which brings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

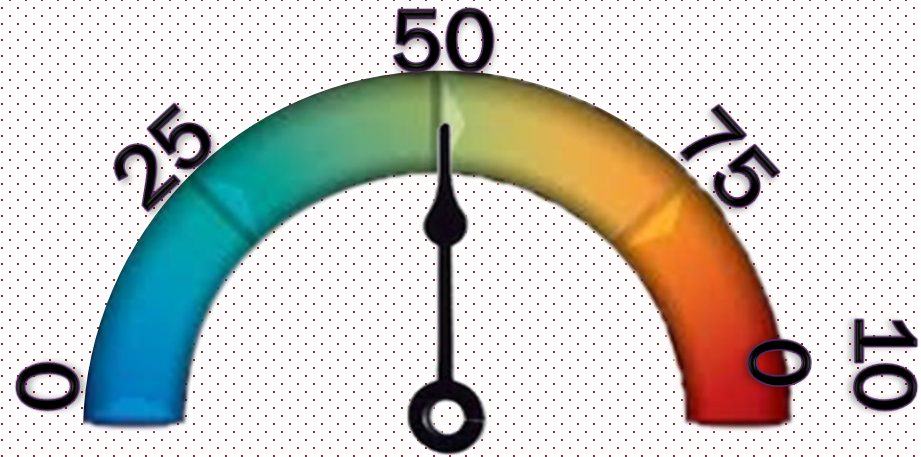
1 hour per person

*Saves
1500 hours*

SAVINGS:

**\$30,000 per month
or \$360,000 per year**



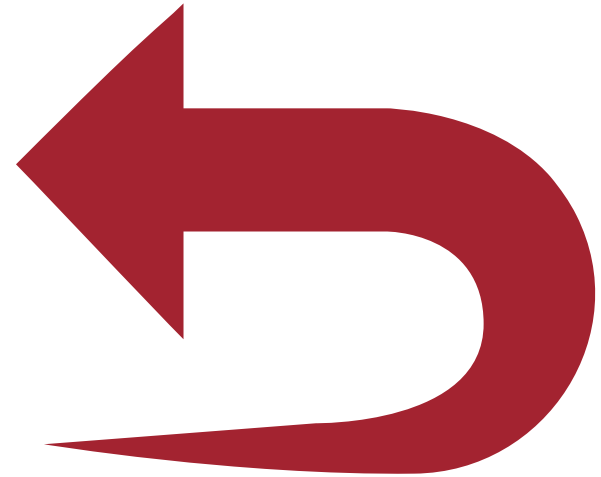


Make Me Care Meter

YOUR TURN

Write this down

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.



YOUR TURN



DON'T



BURY



THE



LEAD



Question

What is the most important part of a talk/presentation:

- a) Accurate facts and data
- b) Knowing the outcome you want**
- c) Speaking at the right level for your audience
- d) Eye contact

What People Remember after 10 minutes

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





STORIES/EXAMPLES

LETRY



OPEN: Opportunity to expand market share and increase revenue





Marrying Messages

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



BIG MAC ATTACK

HOSPITAL vs McDONALD'S

REPORTS TERRORISTS COULD STRIKE WESTERN TARGETS BEFORE CHI

7:14

25°



Program at Stanford University

Students presented a one minute speech that contained 3 statistics

Only

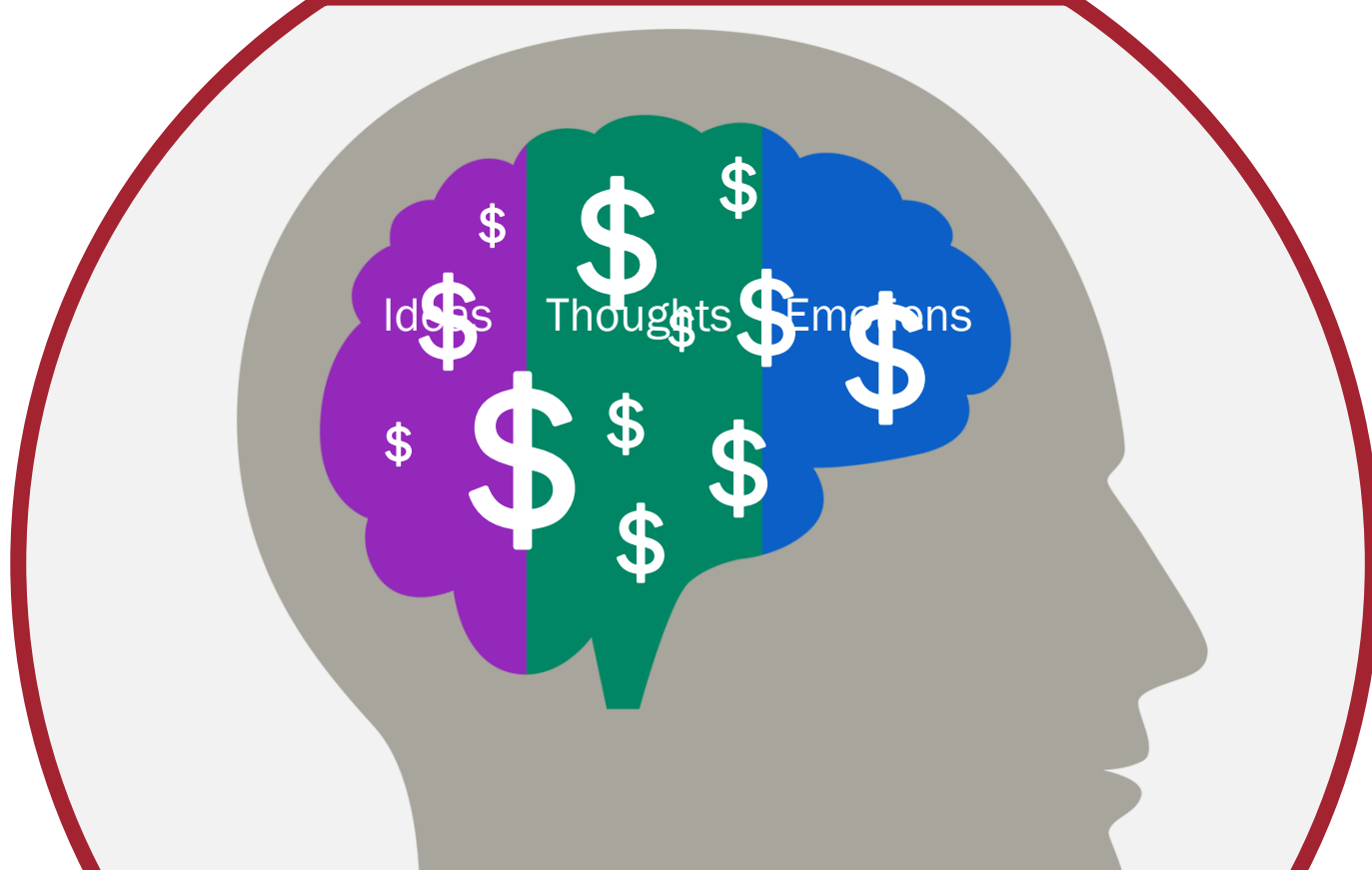


remember
a single
statistic



63%
Remember
a story

Telling a story



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





C-P-R



YOUR C-P-R

- 1. Pick a partner**
- 2. Pick a topic**
- 3. Share an example to strengthen message**



SHOW UP

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

Pace

Pause

Pitch

Pronounce

Project



MULTIPLE
M a b c e
MANIA



Question 1

Big wide gestures can make you appear:

a) Approachable

b) Deceptive

c) Untrustworthy

d) Animated



Question 2

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

a) Bossy

c) Friendliness

b) Facts at fingertips

d) Reserved



Question 3

What does clasping your hands in a pyramid shape signal?

You answer...

a) Arrogance

b) Domineering

c) Relaxed

d) Nervous



Question 4

A wide stance indicates:

a) Control

b) Discomfort

c) Arrogance

d) Honesty



Question 5

What gesture indicates openness and honesty?

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






ADVANTAGES OF BEING A GOOD SPEAKER

- Share important findings
- Listeners give credit to presenter
- Emphasize key points
- Opportunities to answer questions
- Personal connection
- Position yourself and company as leaders in the field





KarenFriedman.com/smith



**“Listening is an art that
requires attention over
talent, spirit over ego,
others over self”**