

LEADERSHIP COMMUNICATION TIPS

- Think Audience. Create T-O-T (the one thing) you want them to know) and focus your talk around that story you want to tell.
- Put yourself in their seats to address what they care about. Like a reporter, ask what's the story? Instead of asking what slides do I want, instead think through the story you want to tell and frame it to address your listeners concerns.
- M-A-P—Message. Audience. Purpose. Your purpose: why are you there? Audience: what does this listener/group care about: what actions do you need them to take? What do you want them to do? How can you clarify/simplify information so they can make decisions?
- Remember, less is more. Pick 3 or 4 key messages/concepts and drive them home with facts, examples, analogies, comparisons, contrasts.
- Opens set the tone and the stage. Hit the headline to drive home the main message right up top so you create value and give them a reason to listen. Think of it as an executive summary—the headline; details will follow.
- People remember visuals. Share examples, stories, analogies and quick vignettes to bring your message to life
- What's in it for them: speak from their perspective. Use words that are about them: help, provide, YOU. This is about their needs and concerns. Be a problem solver.
- Pause. It's okay to breathe, gives you time to think, minimizes the uhs and allows listeners time to process.
- It's okay to look at the slides, but don't forget your audience. Focus on them.
- Slides should follow you and reinforce what you are saying as opposed to your following the slides.
- Make sure font is large. Minimize words, create bullets, phrases and visuals. Ideally, when there is a lot of information, you should have two sets of slides. One you can leave behind or post at a link and a second that is just for presenting.
- Think of presenting/sharing updates and speaking at meetings as a message focused conversation instead of a presentation. How would you explain this to your smart neighbor?
- Strong words and phrases: we recommend versus I think. What's important is--- what this means is—
- Instead of data-dumping, add context and insight. If you went from 0 to 50--- what is the significance? Is it a trend? How does it compare to where you were versus where you are?

- Show enthusiasm, excitement. If you aren't excited, they won't be either.
- Finally, vocal variety. Just like you speak to a friend, speak that way when delivering information. It sounds more natural and conversational—vocal variety.

You can access free resources at www.karenfriedman.com and check out my books at [Ordinary People Extraordinary Lessons](#) and [Shut Up and Say Something](#)