Karen Friedman
ENTERPRISES
CREATING COMPELLING COMMUNICATORS

BE THE LEADER YOU WANT OTHERS TO SEE

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

Source: HARRIS POLL

“Average speakers plan for average attention spans. Great speakers plan for optimal attention spans”

Question 1

How long does it take before listeners tune out?

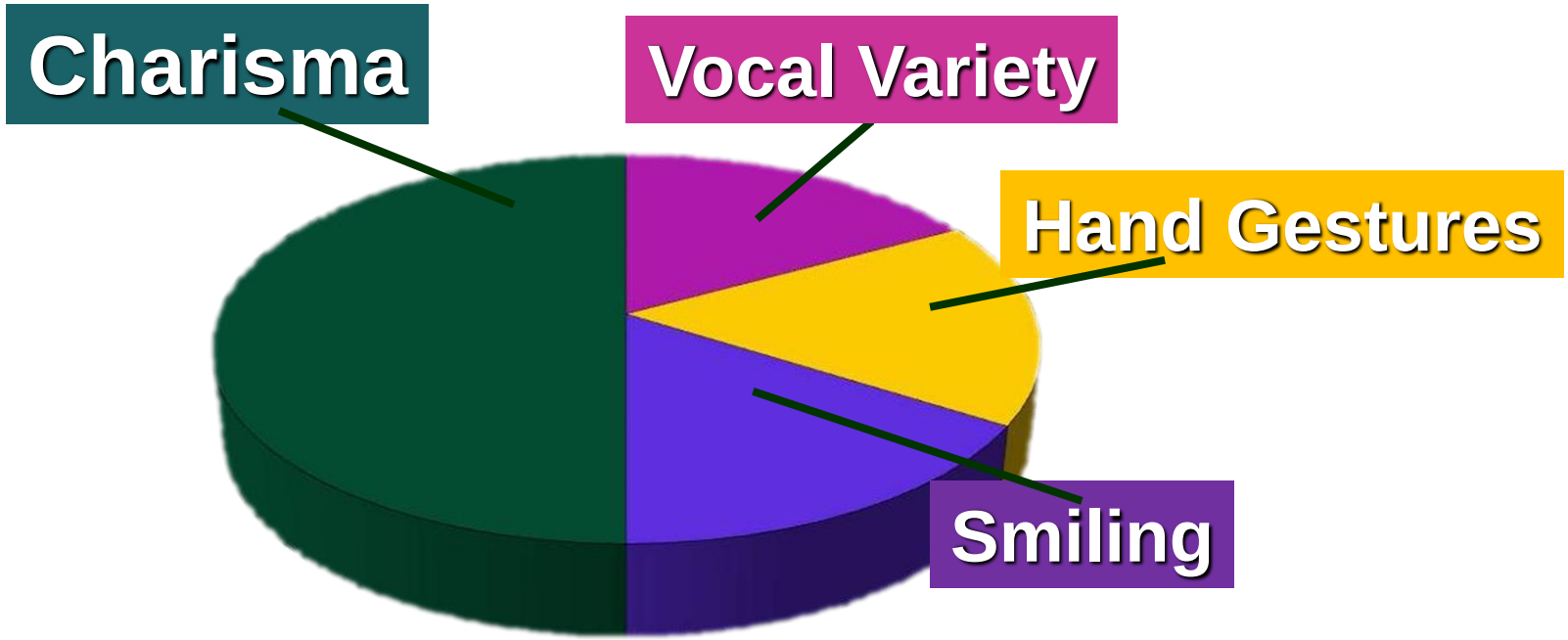
a) 10 seconds

b) 1 minute

c) 20 minutes

d) 7 minutes

TED TALK SECRETS

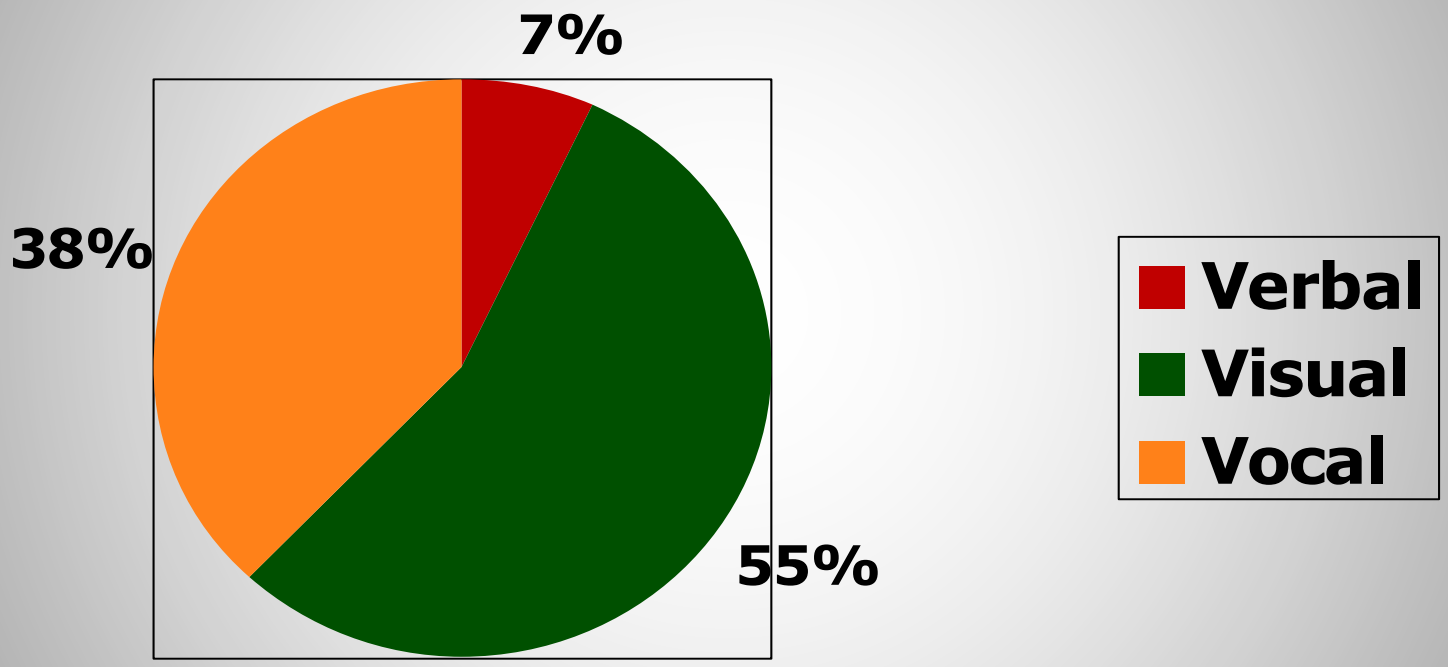


TEDTALKS
IDEASWORTHSPREADING

People who smiled for more than 14 seconds were rated more intelligent

Three V's

Not just what you say, how you say it



Albert Mehrabian, PhD,

- **KNOW YOUR AUDIENCE**
  - Care about?
  - Relevant to their work
  - W-I-I-F-T

MESSAGE

- Frame from their perspective
- Impactful. Important. Interesting.

AUDIENCE

- Management. Peer. Customer.
- Care About? W-I-I-F-T?

PURPOSE

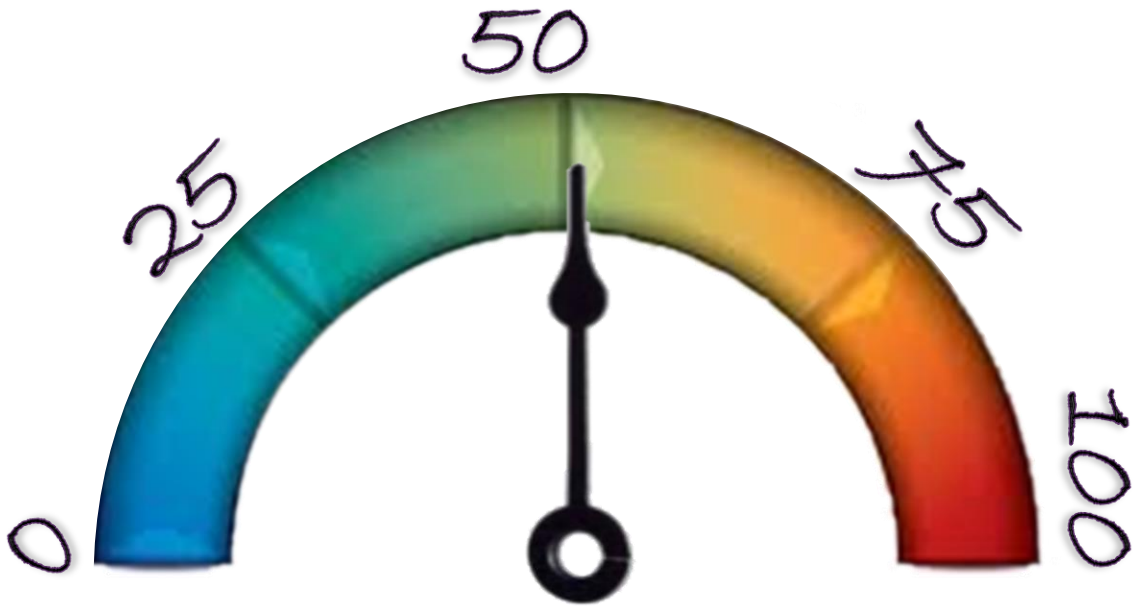
- Your purpose?
- Funding. Promotion. Selling Idea.

YOUR TURN

DON'T BURY THE LEAD

OPENING REMARKS

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



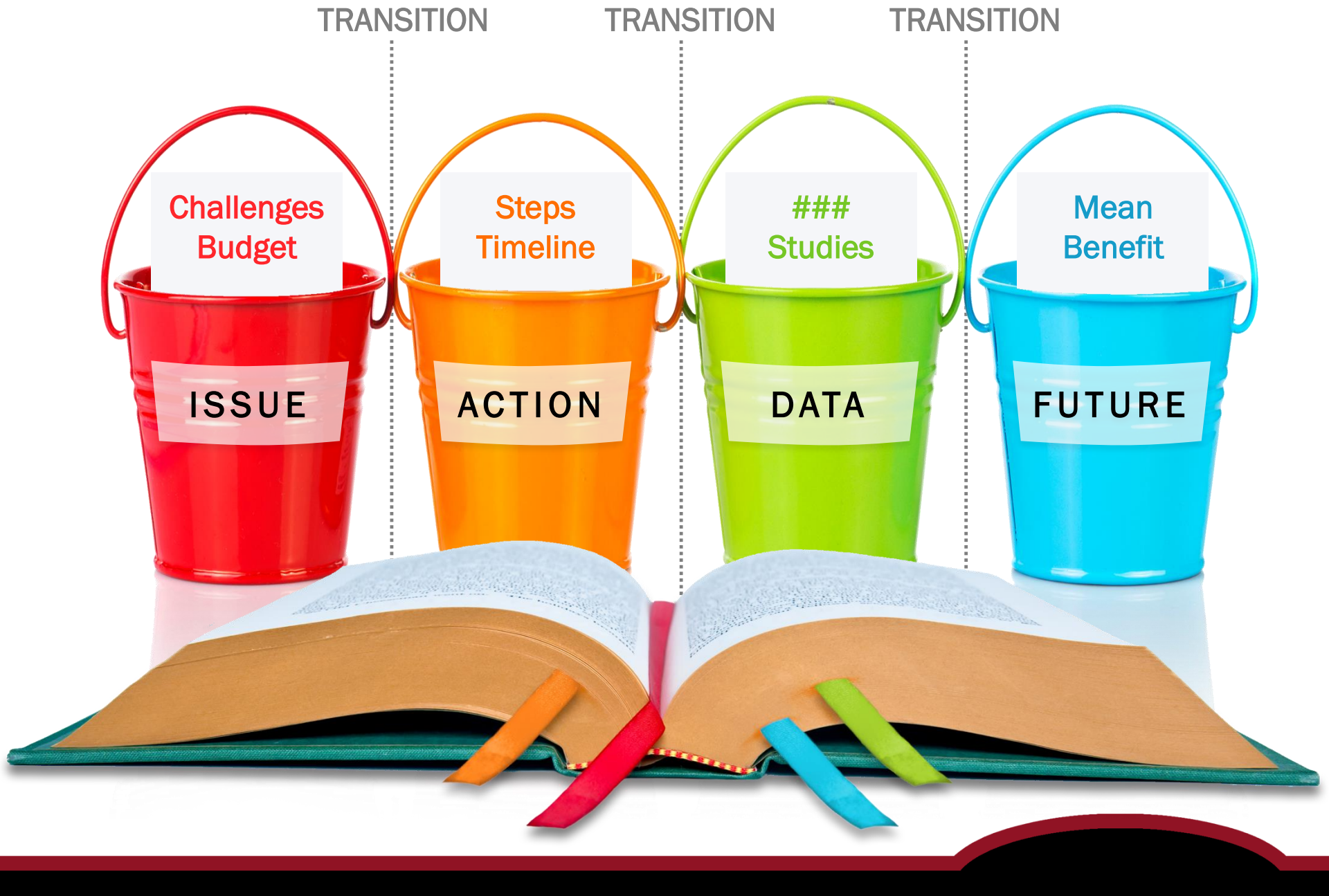
Make Me Care Meter

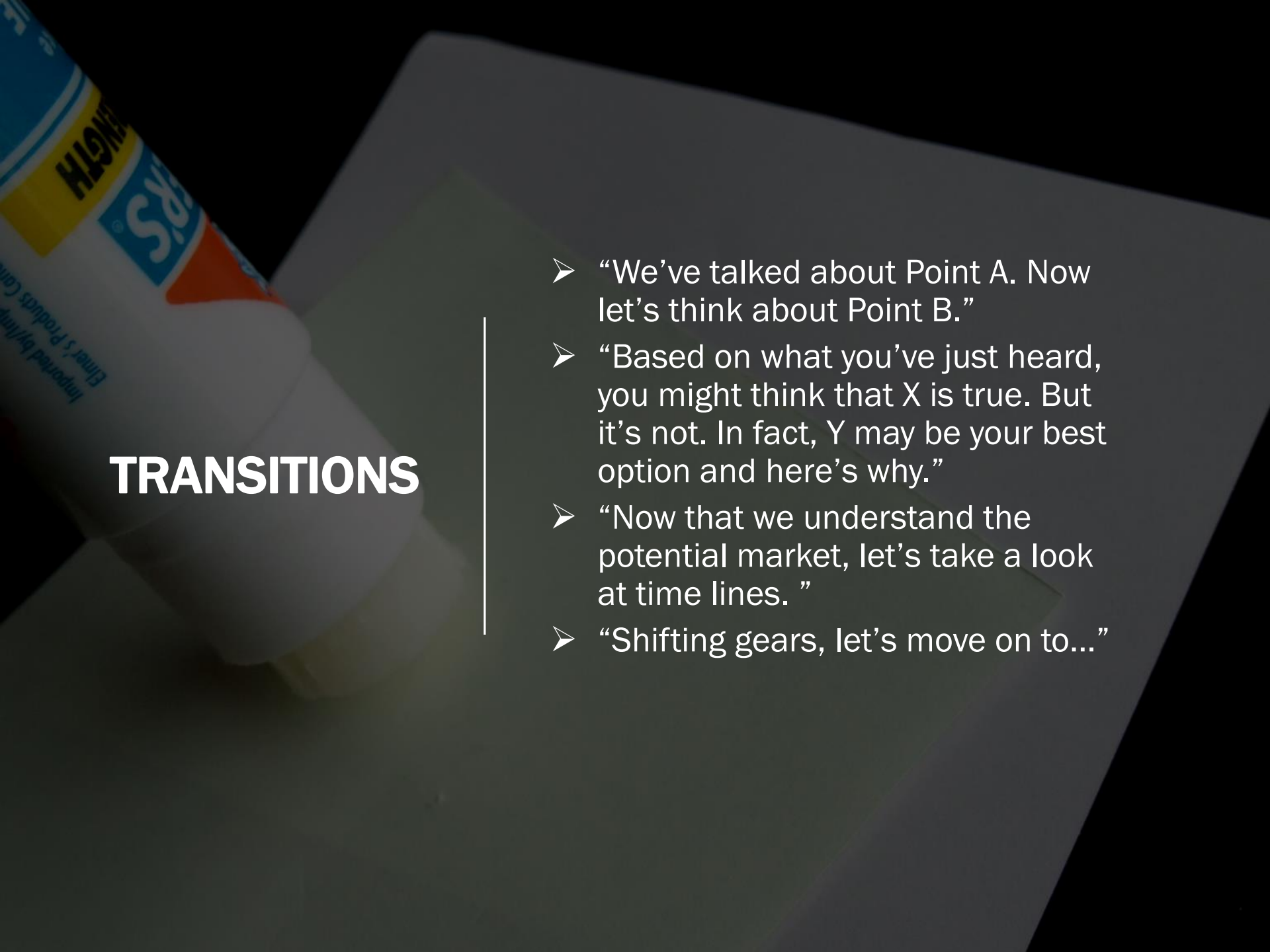
ORGANIZE

What People Remember after a 10 minute Presentation

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

STORY


TRANSITION
TRANSITION
TRANSITION
Challenges
Budget
ISSUE
Steps
Timeline
ACTION
###
Studies
DATA
Mean
Benefit
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…”

F-E-A-S-T

Facts

Examples

Analogies

Stories

Third Party

Re-engage People Every 10 minutes

Program at Stanford University

Students presented a one minute speech that contained 3 statistics

Only

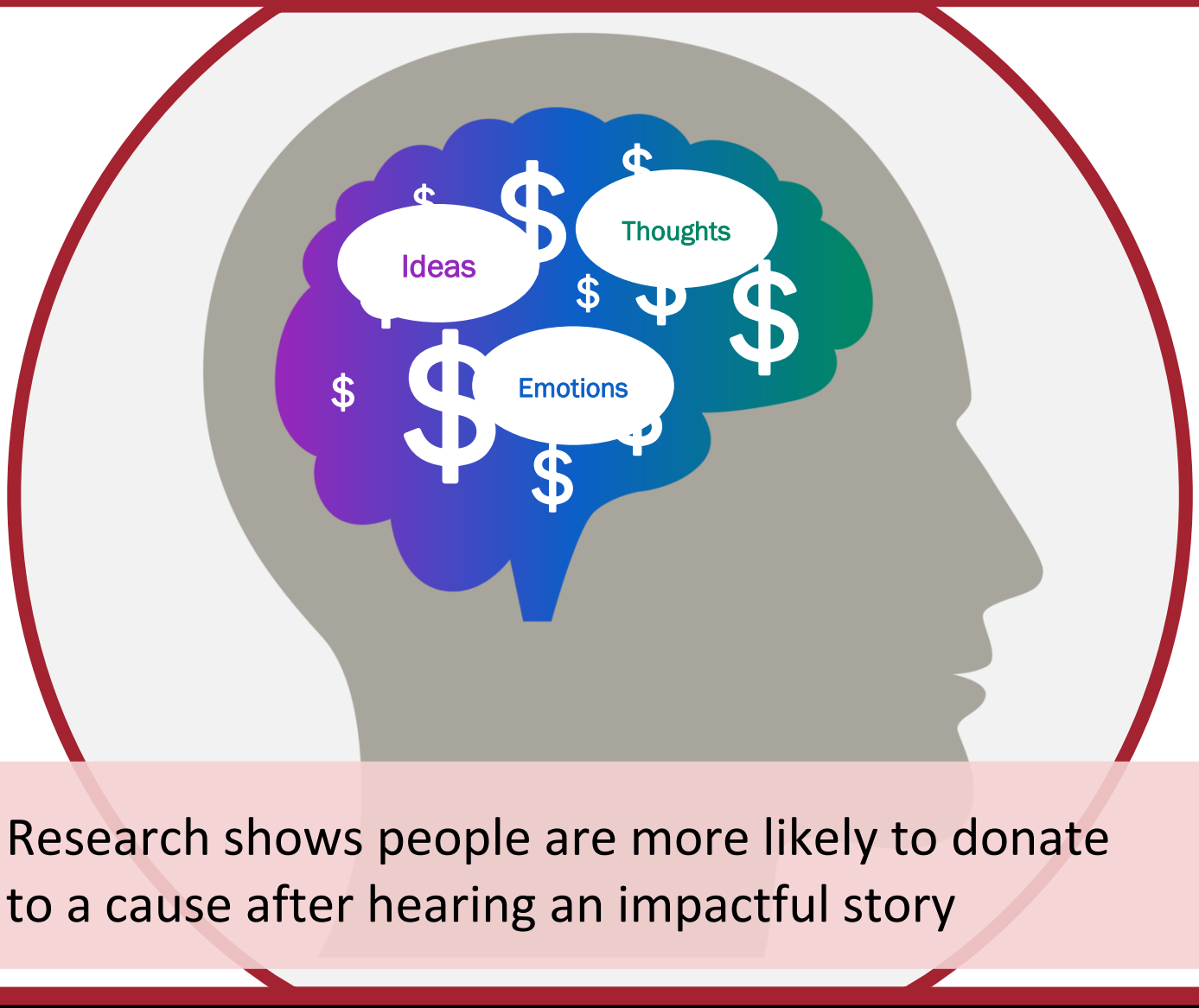
5%

remember a single statistic

63%

Remember a story

Telling a story



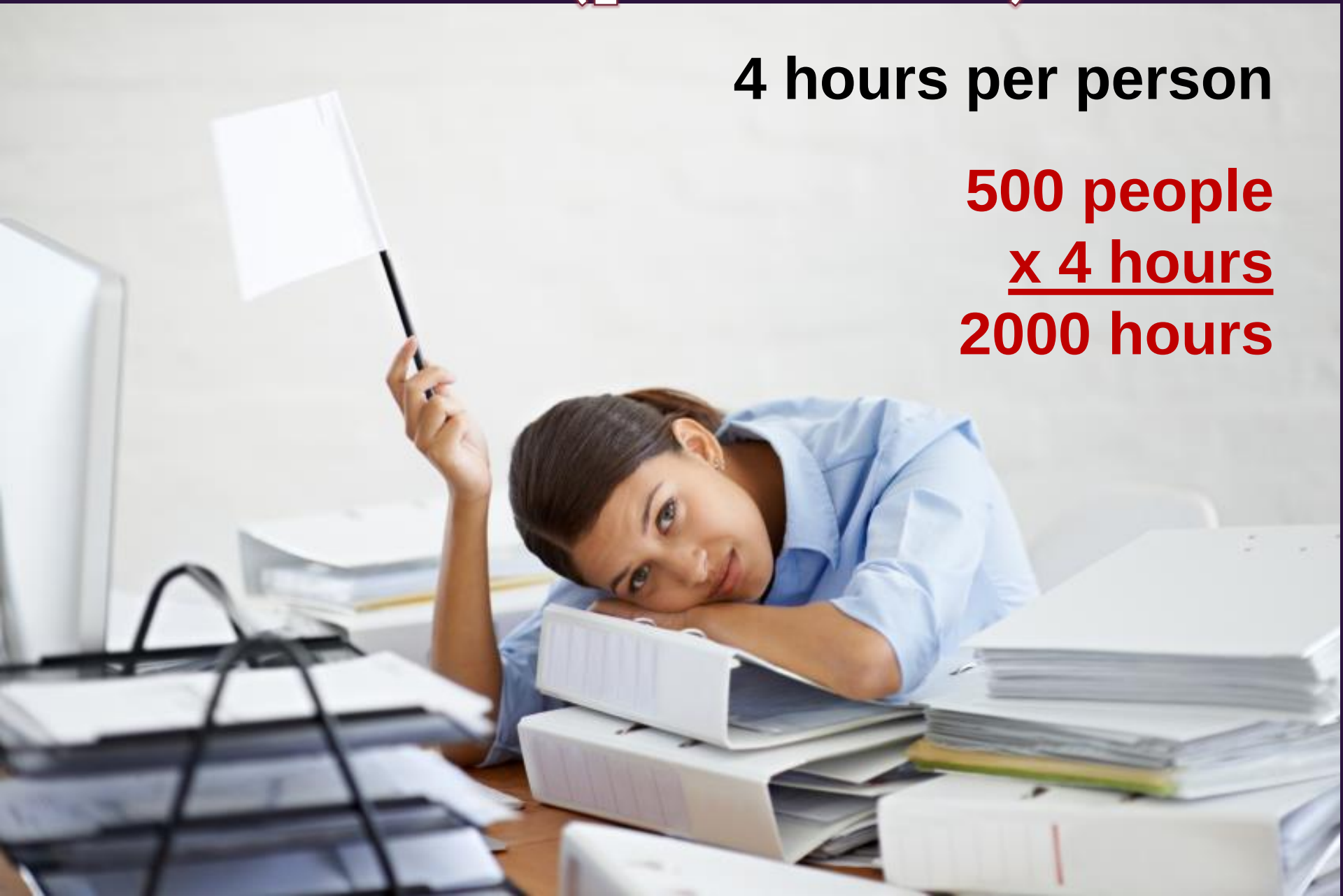
Research shows people are more likely to donate to a cause after hearing an impactful story

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

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
Lower MTBF and greater driver testing
Elimination of most reboot scenarios
Extensive clustering services
Faster system recovery and restart
Business Benefit
Increased user productivity
Improved stakeholder experience
Easier to Use And Manage
Next Generation Web Apps

CREATING SLIDES

- Create content first
- What's the story?
- Title: Headline BIG idea
- 3-5 key points
- Minimize words/maximize pictures
- 2 sets of slides
- Provide details in handout
- Large font/white space
- Slide follow you

DELIVER SLIDES

- Most important point first
- 2-3 key supporting points
- Don’t read
- Be a director
- Be an editor
- Practice with/without
- Out loud
- Keep eyes on audience
- Record yourself

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

This is what you need to know

2-3 key points

Mean to them? So What? Care?

Actions to take

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