



**Karen Friedman**

— ENTERPRISES —

CREATING COMPELLING COMMUNICATORS

**COMMUNICATING  
YOUR MESSAGE FOR  
MAXIMUM IMPACT**

**Inspire. Clarify.  
Deliver**

**What  
makes  
you  
different?**

- **Heterogeneous**
- **Multiple**
- **Versatile**
- **Capacity**



# GORE GOALS

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Clarity

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Better messaging

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Simplify

---

Engage

---

Be heard

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Get to the point faster

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# ASSUMPTIONS

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Value

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Vision

---

Accountability

---

Focus

---

Results

---

Priorities

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**E**ngaging

**E**fficient

**E**asy to Understand

# Most people admit doing something else while you're presenting

**28%**

TEXTING



**27%**

CHECKING  
EMAIL



**19%**

SURFING  
INTERNET



**17%**

SLEEPING





## Question

How long do you have to grab attention?

You answer...

- a) 30 seconds
- b) 1 minute
- c) 10 seconds**
- d) 7 seconds



## Question

How long until they tune out?  
You answer...

- a) 30 seconds
- b) 3 minutes
- c) 1 minute**
- d) 20 seconds





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



- **KNOW YOUR AUDIENCE**

- **Care about/problem**

- **W-I-I-F-T**

- **Address quickly**

# DON'T BURY THE LEAD



# **DON'T BURY THE LEAD**

- **Identify listener**
- **Tell them what you do**
- **1-2 minutes to engage and deliver value**

# YOUR TURN



**Write this down**

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

BBC

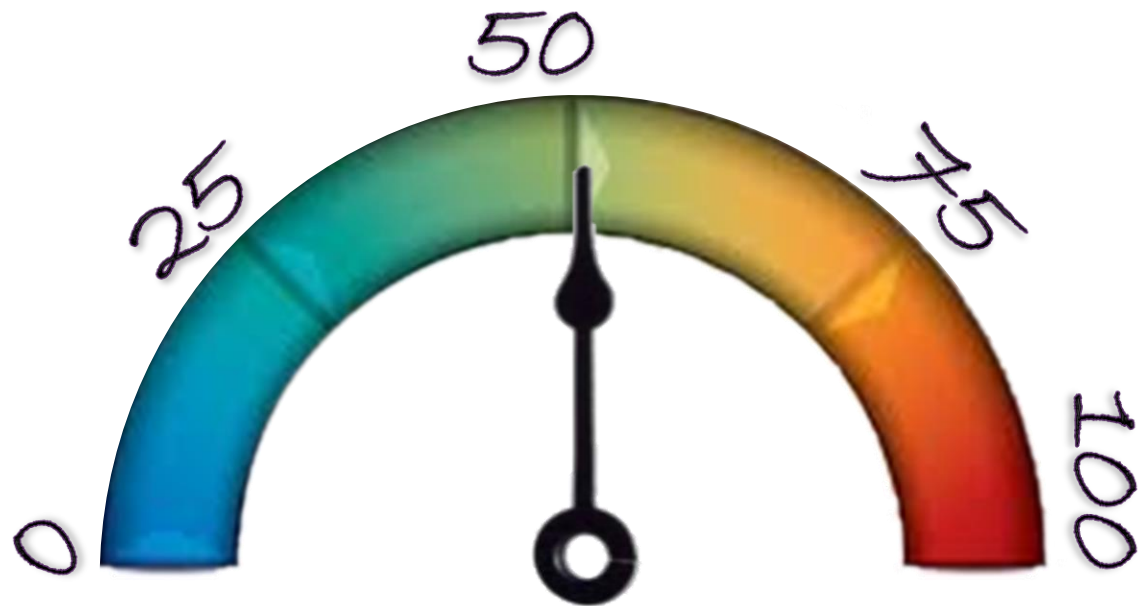




**CBS**  
THIS  
MORNING

**SPIRITED DEBATE**

SPIRIT CEO ON TURNING A PROFIT DESPITE BAD REVIEWS



Make Me Care Meter







# MESSAGE FOCUSED CONVERSATIONS

# What People Remember after a 10 minute Presentation

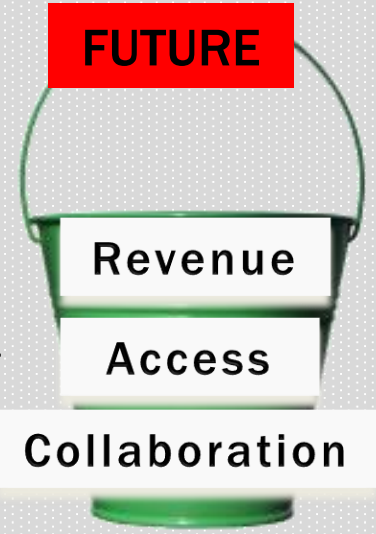
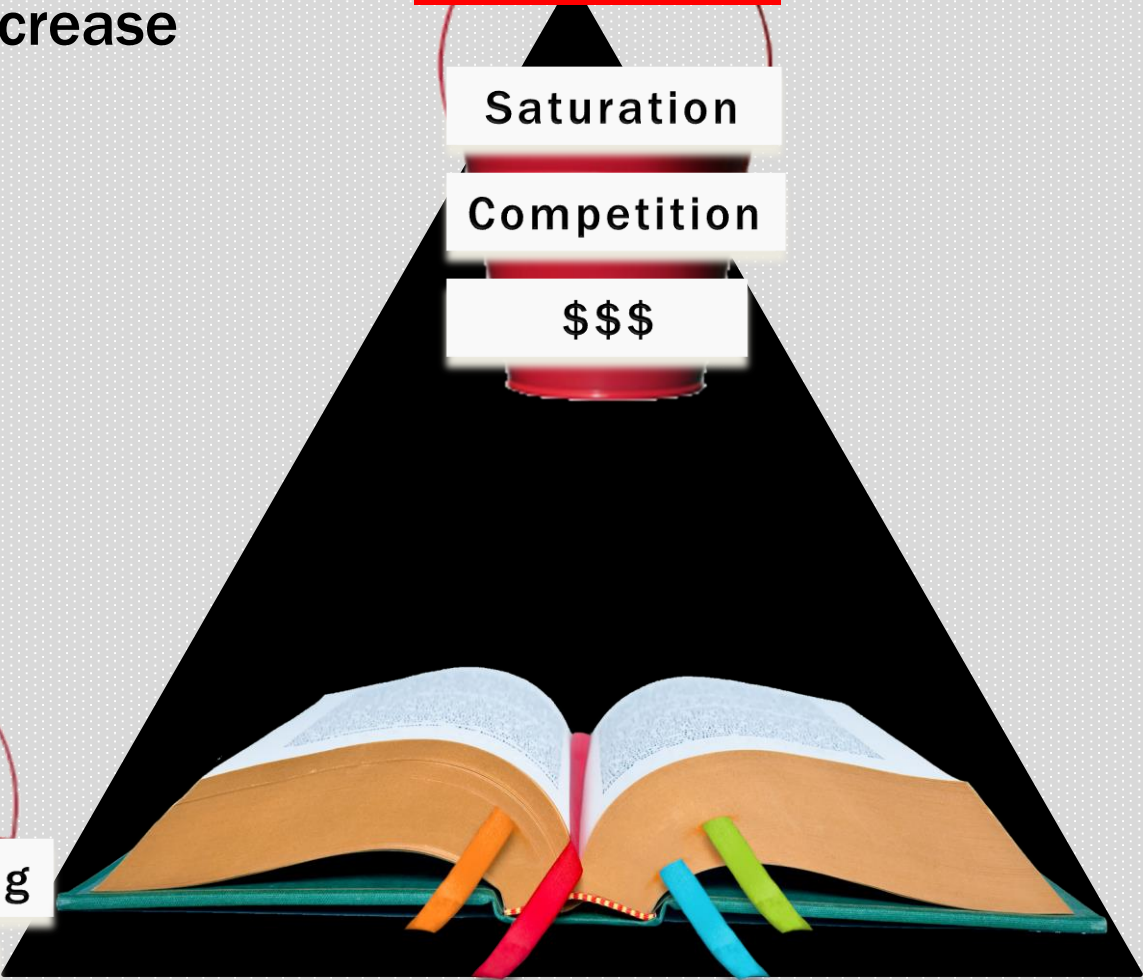
So what's the 10%  
you want people  
to remember



LETTER



**OPEN: Opportunity to expand market share and increase revenue**



# F-E-A-S-T

Facts

Examples

Analogies

Stories

Third  
Party

A - T - M



Acknowledge  
Transition  
Message  
and Address





# 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**



# **CREATE TRIANGLE**

**Pick scenario**

**Create message triangle**

**Group asks questions. Practice  
marrying messages into answers**



WHAT MAKES  
A MESSAGE  
STICK

# Program at Stanford University

Students presented a one minute speech that contained 3 statistics

Only

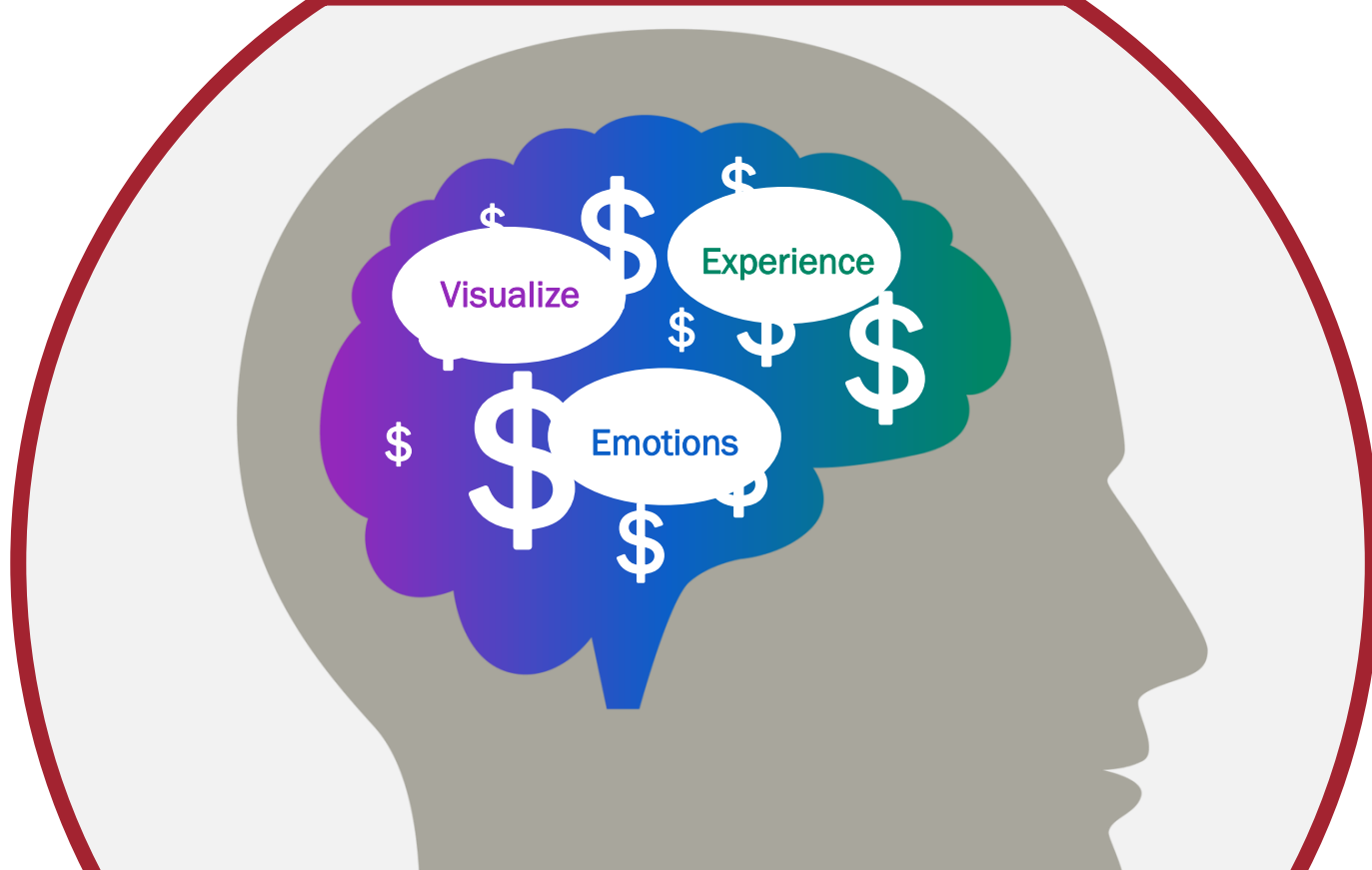


remember  
a single  
statistic



63%  
Remember  
a story

# Telling a story



Stories and examples are memorable, connect emotionally and make messages stick.

# NEW EXPENSE LOG SYSTEM

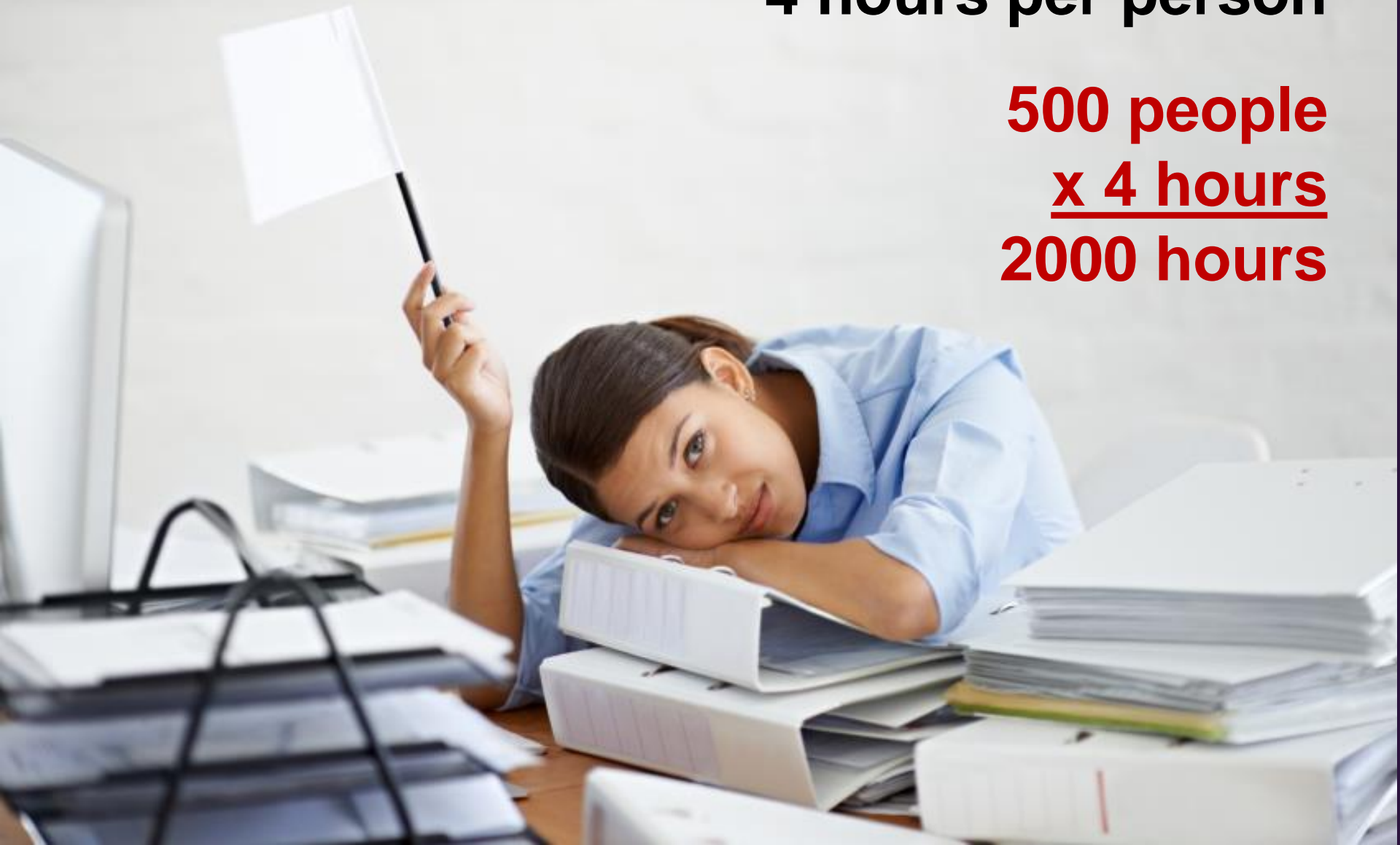
- **I want to talk to you about a new way we want to log expenses.**
- **First I'm going to take you through the program and then I will show you how you would be able to enter your receipts. When entering a receipt, you would first click here on the upper right hand side of your screen which brings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



# 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

# 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





**[KarenFriedman.com/GORE](http://KarenFriedman.com/GORE)**