



Karen Friedman

— ENTERPRISES —

CREATING COMPELLING COMMUNICATORS

SPEAK TO BE HEARD

**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



Engaging

Efficient

Easy to Understand



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**
 - Issues and concerns
 - Mean? So what? Care?
 - 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



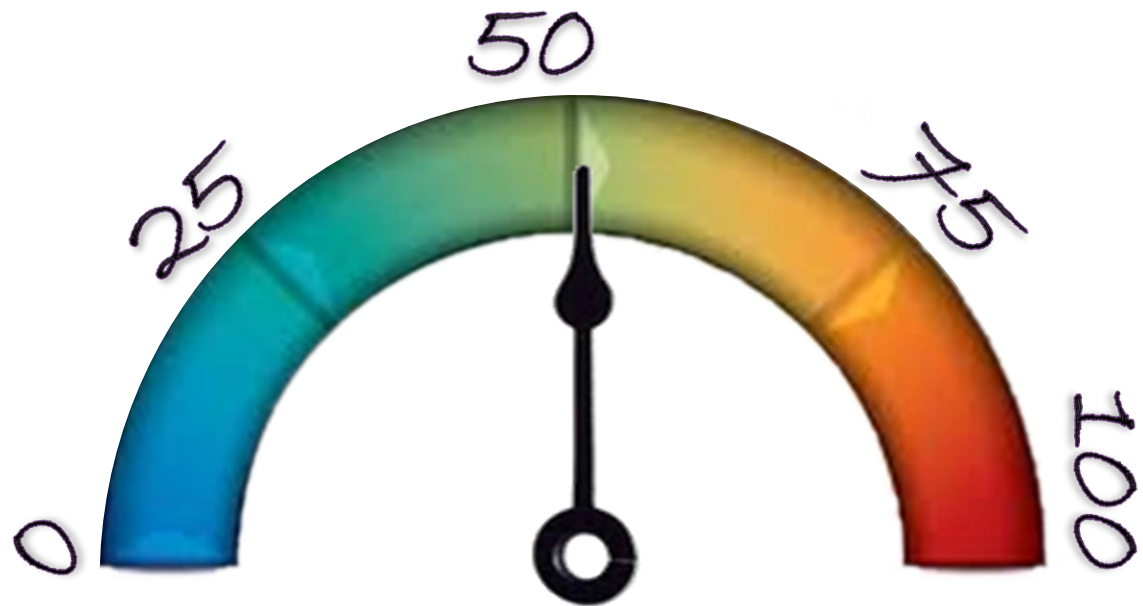
DON'T BURY THE LEAD



OPENING REMARKS

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

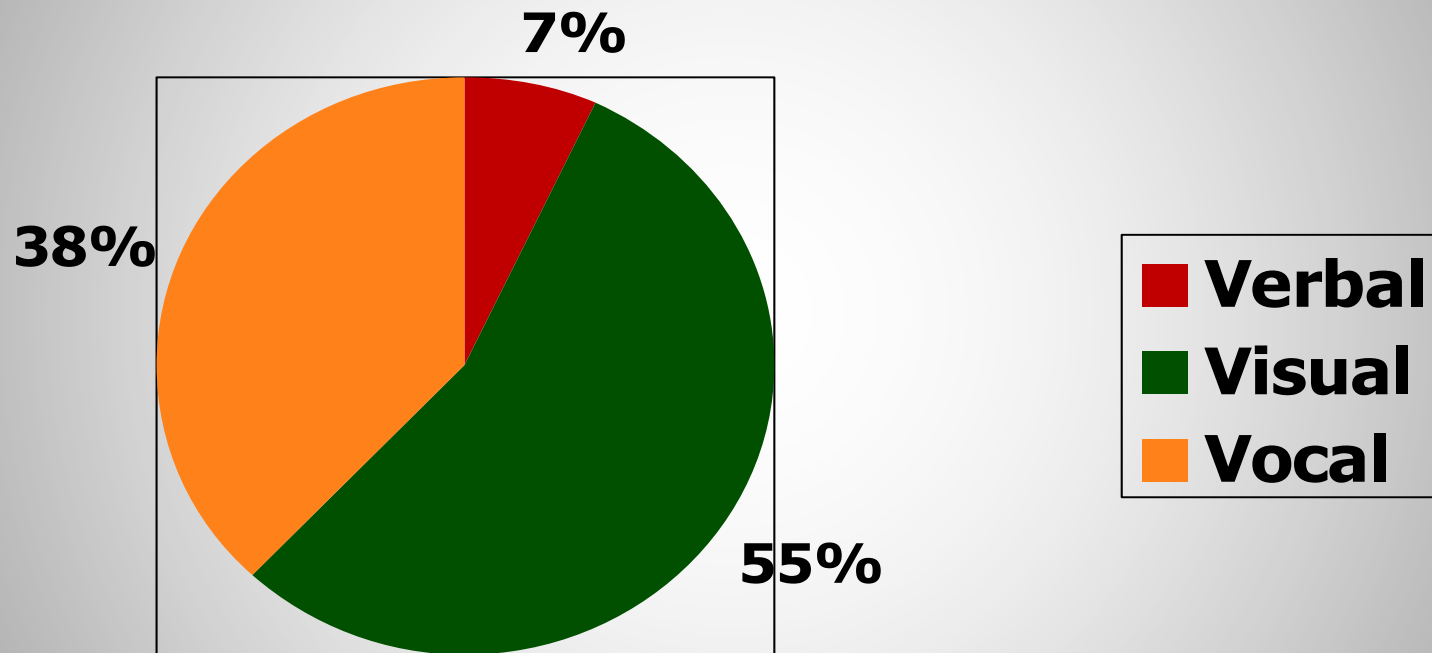




Make Me Care Meter

Three V's

Not just what you say, how you say it



Albert Mehrabian, PhD,



ORGANIZE

LETRY



What People Remember after a 10 minute Presentation

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



10%



TRANSITION

TRANSITION

TRANSITION

Challenges
Budget

Steps
Timeline

Studies

Mean
Benefit

ISSUE

ACTION

DATA

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

Audience
Re-engage them
10 Party Expert
Sharing experiences



Program at Stanford University

Students presented a one minute speech that contained 3 statistics

Only

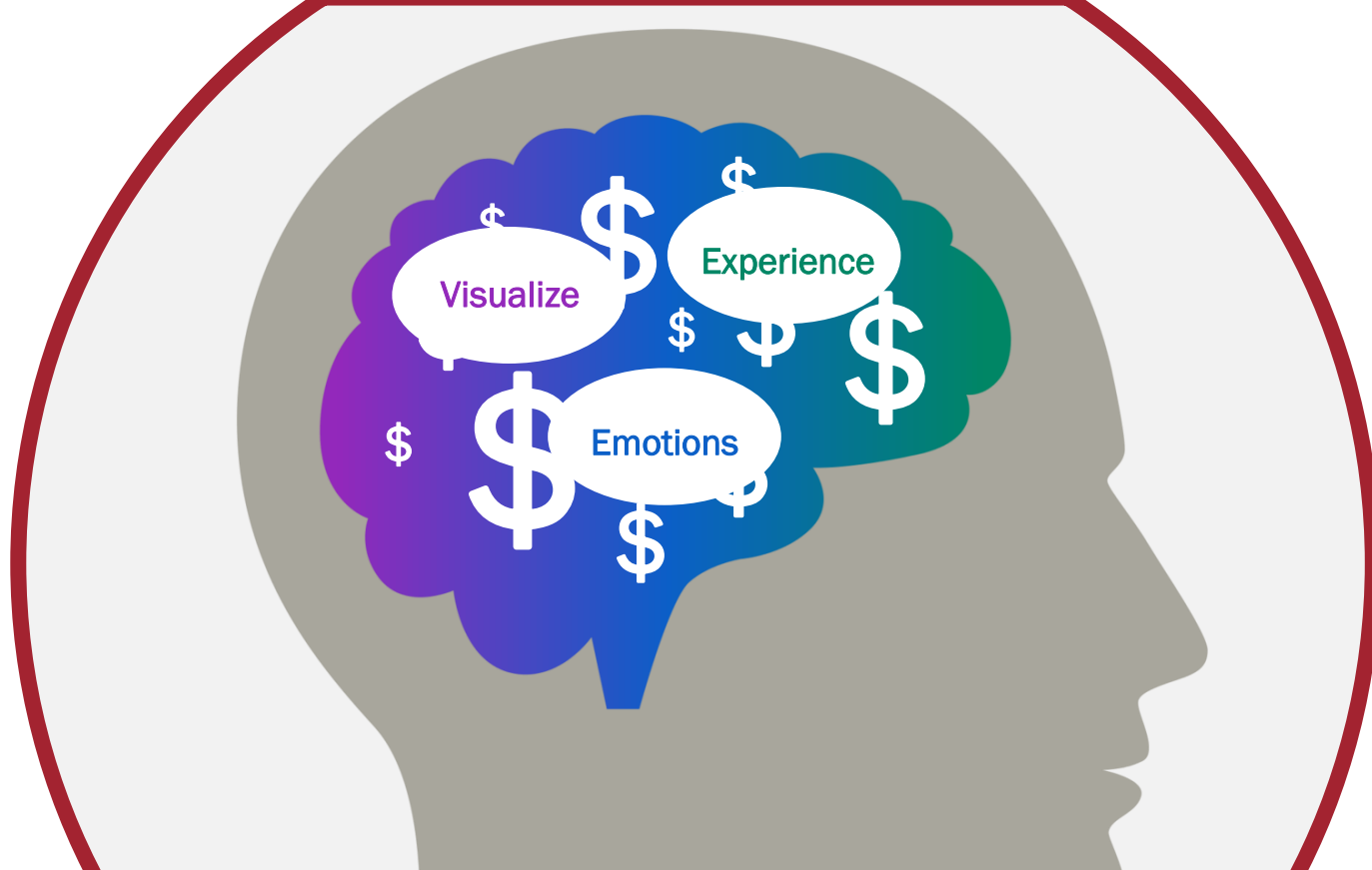


remember
a single
statistic



63%
Remember
a story

Telling a story



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

NEW EXPENSE LOG SYSTEM

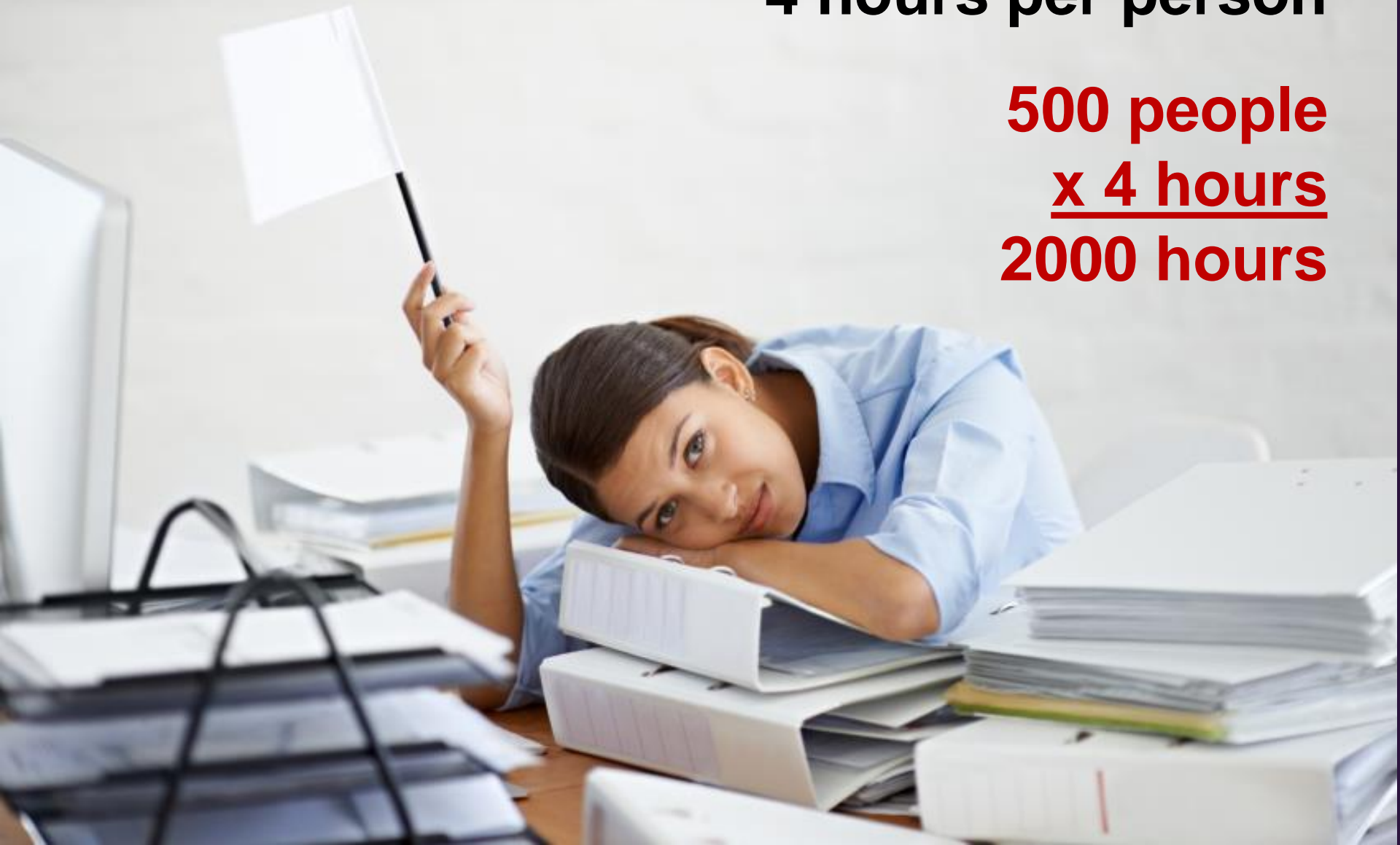
- **I want to talk to you about a new way we want to log expenses.**
- **First I'm going to take you through the program and then I will show you how you would be able to enter your receipts. When entering a receipt, you would first click here on the upper right hand side of your screen which brings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



“WE offer fertilizer that will help your flowers grow big and bright”



“YOU will grow bigger brighter plants that need less watering”



ASSUMPTIONS

Value

Actionable

Accountability

Integrated

Results

Priorities



C-P-R

WEBINAR TIPS

- Engage quickly
- Set the stage: agenda, format
- Pretend you're in front of them
- Keep it visual
- Use media
- Talk, don't read
- Interaction
- Notes, not script
- Be a director
- End: call to action



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%

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?



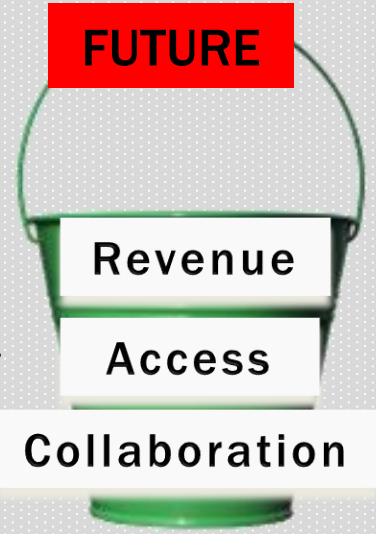
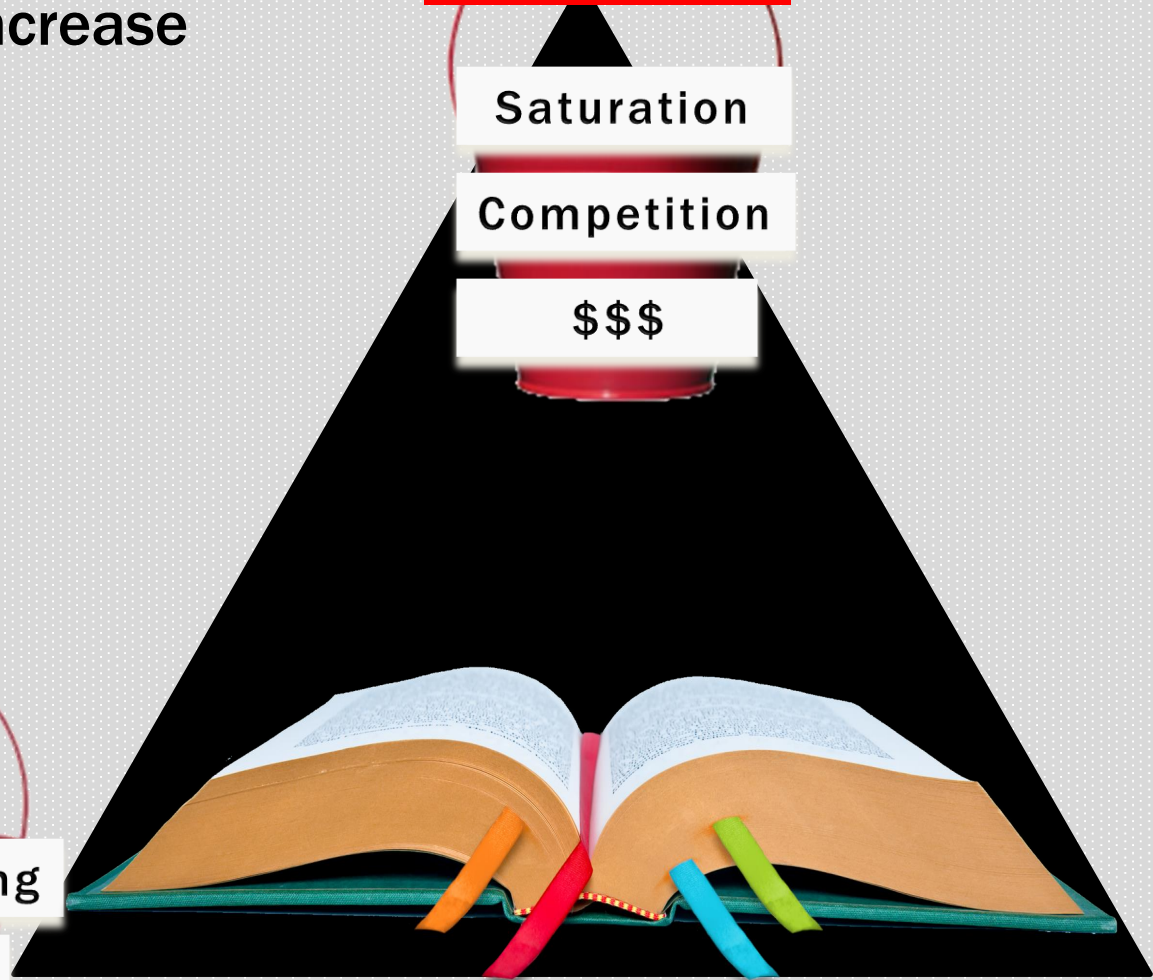
Actions to take





MESSAGE FOCUSED CONVERSATIONS

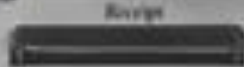
OPEN: Opportunity to expand market share and increase revenue



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**

- **Scenario 1:** You have been asked to host a meeting in Westlake for Claude's customer, Kennametal. Claude had intended to be available and bring donuts, but has had some family issues and is not able to attend. While he is normally detailed in information sent and customer expectations, in this case it has been more a last-minute request and Kennametal needs to make a decision very quickly. They are trying to decide between semi-automatic a full automatic solution. Budget, as always, is an issue. This will definitely be a competitive situation as it has been leaked that Steve Glancy and ATM have recently met with Loretta Bell.
- **Scenario 2:** Austin Automotive Works is a heat treater for cam shafts for the automotive industry. They have asked via a sales rep for a demo of an automatic hardness tester. It has been communicated to you via the sales rep that they are not quite sure what they are looking for (the rep is also somewhat inexperienced and counting on your expertise). They have used Buehler in recent years and there is some expectation that this will happen again; so your assistance is of the utmost importance. What would you say?
- **Scenario 3:** High Volume Inc. has just purchased the Abra twins. This was justified by landing a large fastener contract where the estimated volume is to be more than 300 samples per day. They had agreed to your scheduled training in mid-June, but to date you have not connected with them for details. They have now called frantically asking for this to be moved up as they have an audit to be performed by Boeing, their new customer. They have an excellent facilities department, but of course, have no experience setting up the machines and/or training. Maybe you can accommodate them in the short term with a WebEx? What would you ask the customer?
- **Scenario 4:** Bobby Baytown has called you for help. He needs a new polisher and he is almost "down". Bobby has a Leco Spectrum now. The lab is a mix of Buehler & Leco. Bobby is trying to get Struers "in", but his boss has always believed Struers is way too highly priced. They have two lab technicians; one is about to retire. In their estimation Leco machine has been "ok". The other technician used Buehler at school. You have been asked by the sales rep to discuss sample preparation options. They agreed to meet next Tuesday via conference call.

CREATE TRIANGLE

Pick scenario

Create message triangle

**Practice marrying messages into
answers**



KarenFriedman.com/Struers