



Karen Friedman

— ENTERPRISES —

CREATING COMPELLING COMMUNICATORS

VERBAL COURAGE

Communicating Your
Message for Maximum
Impact



LYSISTRATA



A DAWSON THEATRE COLLECTIVE PLAY - MAY 1st TO MAY 5th









Engaging

Efficient

Easy 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 Attention Span




- **2000: 12 seconds**
- **2019: 8 seconds**

9 seconds!



Engaging

- 
- **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**

Mean?
So what?
Care?

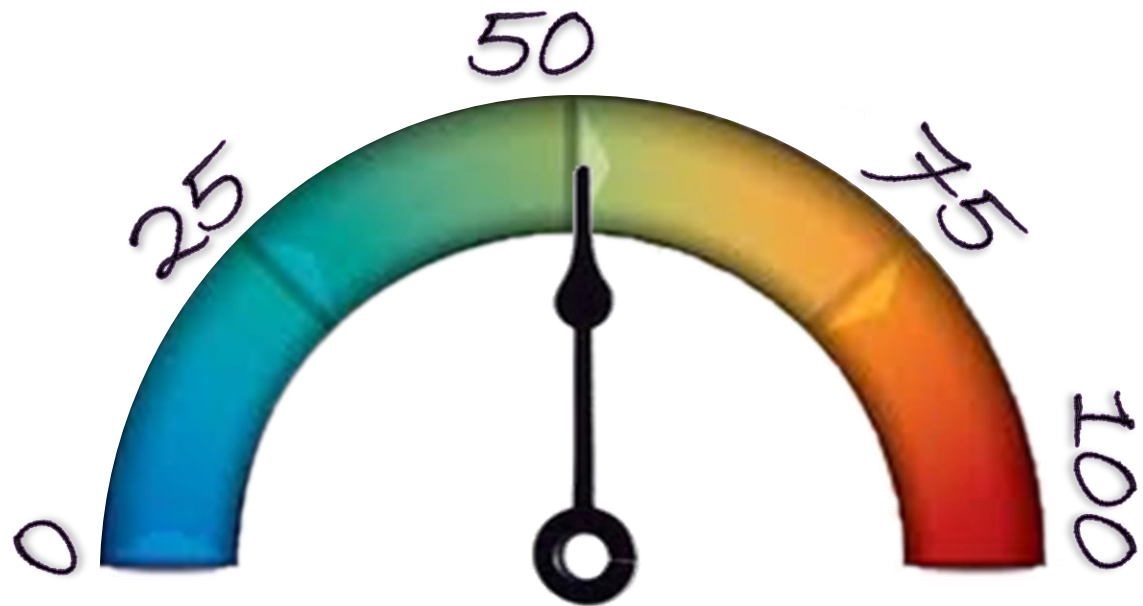


YOUR TURN



Write this down

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



Make Me Care Meter



Efficient



FOCUS ON OUTCOMES

- **When leading/ communicating, what is your biggest struggle and why?**
- **Pick a partner. Tell partner what you wrote and what you think you need to do to overcome struggle.**
- **Partner, listen, help them be more specific by asking questions**



MESSAGE FOCUSED CONVERSATIONS

What People Remember after a 10 minute Presentation

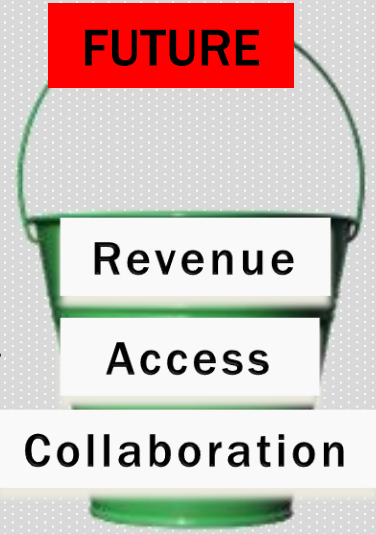
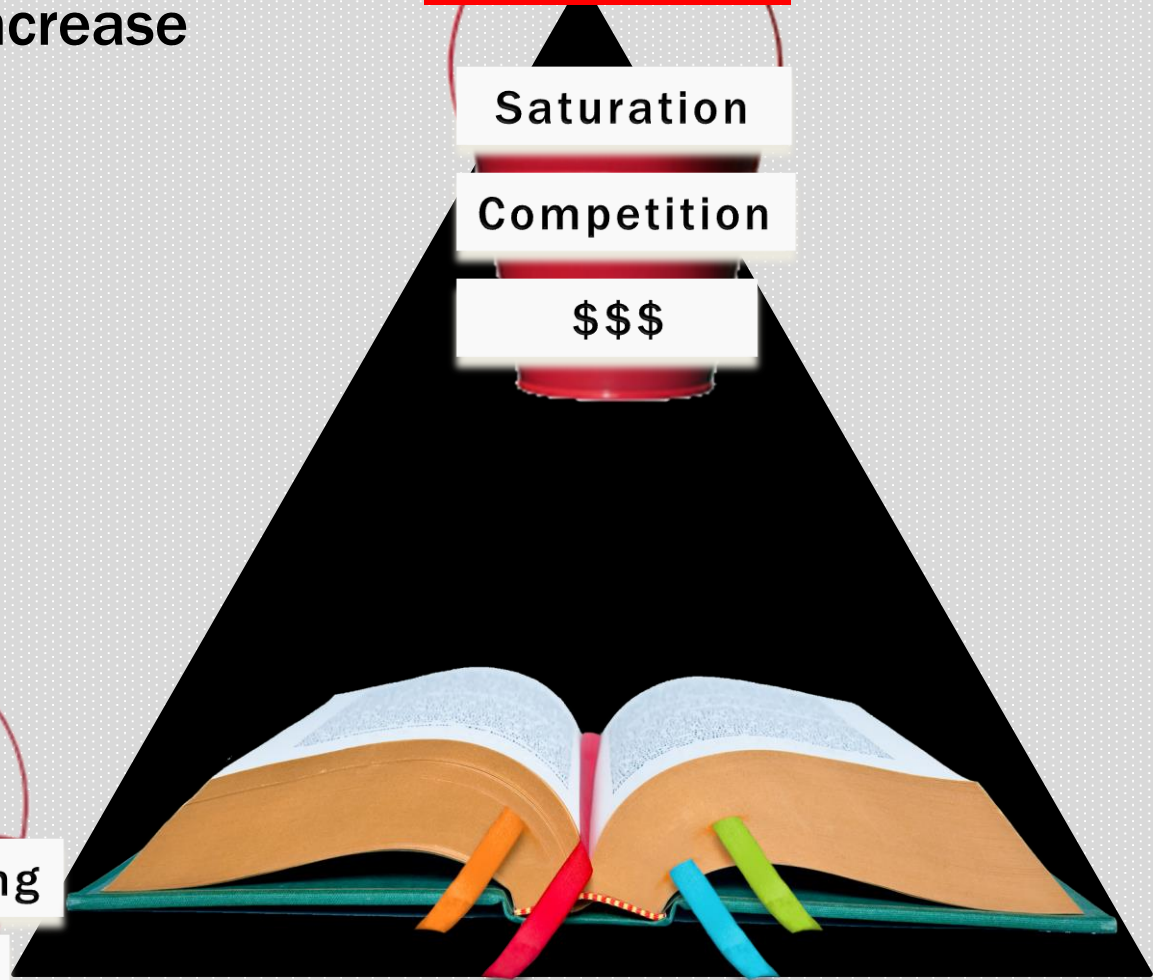
So what's the 10%
you want people
to remember



LETRY



STORY: 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

In fact

It's important to understand

What you might find interesting

That is a common misperception so let me clarify

First, let me say

Let me also point out

In reality

What we do know is

I'm not going to speculate; what I can tell you

That is not entirely correct, the truth is

You might think that—in my experience



Easy to
Understand



WHAT MAKES
A MESSAGE
STICK

Program at Stanford University

Students presented a one minute speech that contained 3 statistics

Only

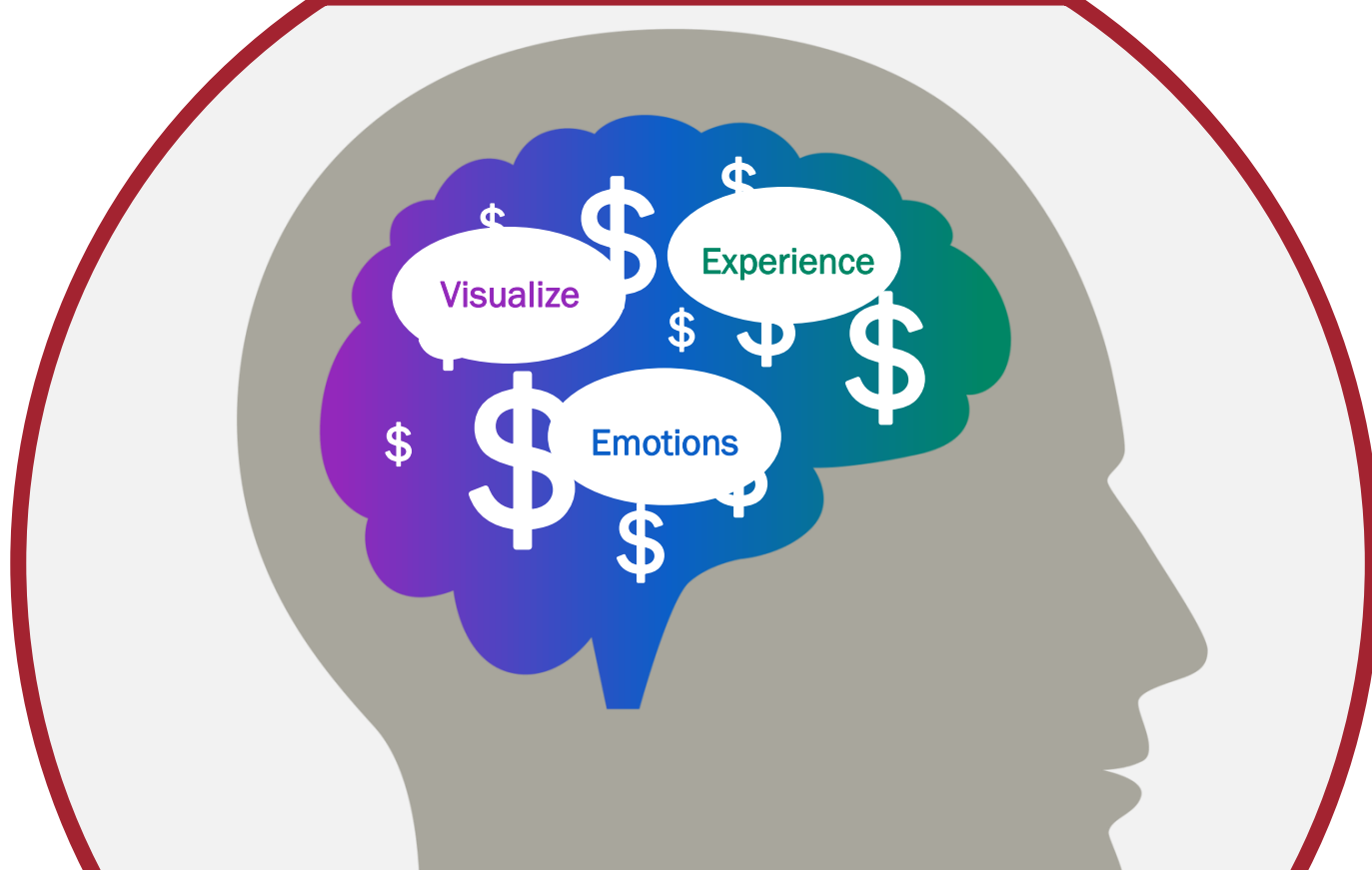


remember
a single
statistic



63%
Remember
a story

Telling a story



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



C-P-R

C-P-R

ID Message

Share story/example to drive message

Report Out

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/Smith