



**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





## 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

**E**ngaging

**E**fficient

**E**asy to Understand

- 
- **KNOW YOUR AUDIENCE**
    - Issues and concerns
    - Mean? So what? Care?
    - W-I-I-F-T

# YOUR TURN

## Repair/Portico

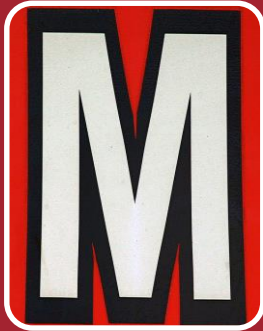


# DON'T BURY THE LEAD





# FRAME THE OPEN



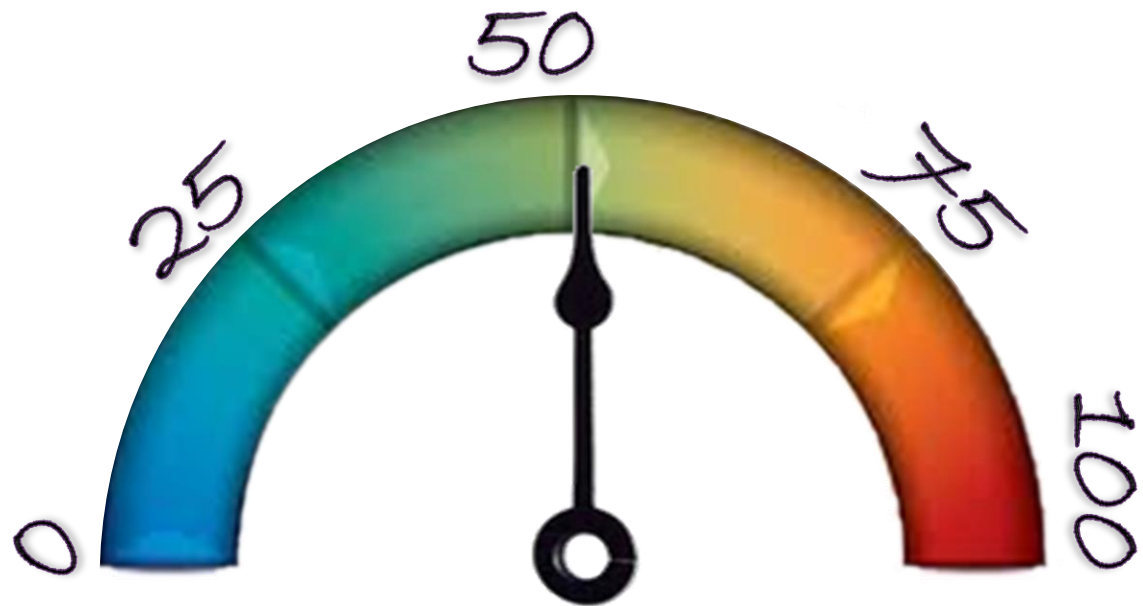
## MSL

- Resource. Medical expert. Background
- Establish credibility



## OPEN

- New data. Potential new indication and new patient population



Make Me Care Meter



**ORGANIZE**

# What People Remember after a 10 minute Presentation

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



LETRY



TRANSITION

TRANSITION

TRANSITION

Challenges  
Competition

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



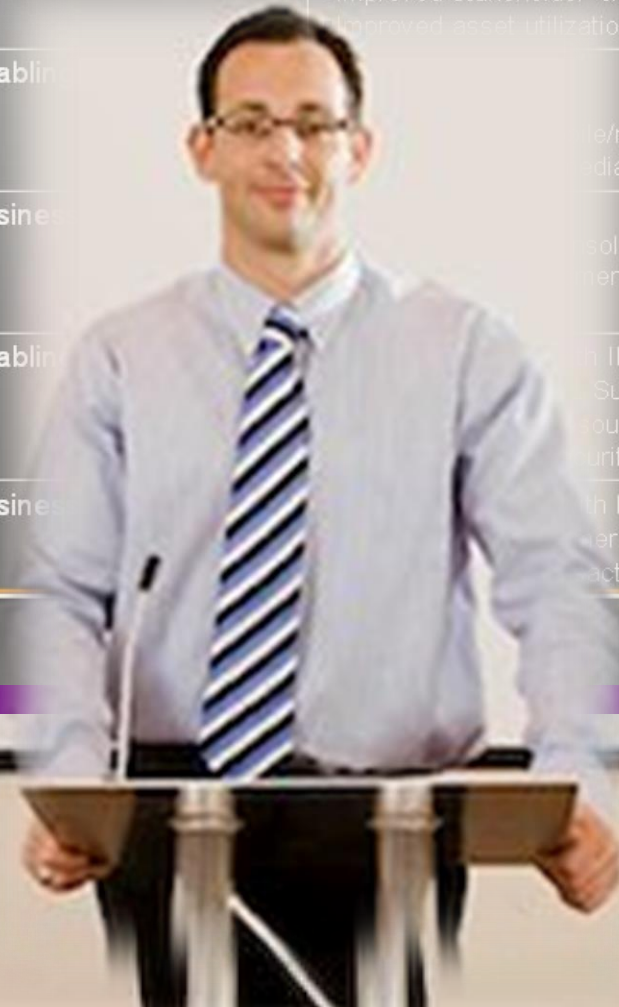
# Telling a story



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

# Generic built 2000 with several key themes in mind. The features represent enabling technologies that translate into compelling business benefits

<b>Highly Reliable</b>	<b>Enabling Technologies</b>	<ul style="list-style-type: none"> <li>Lower MTBF and greater driver testing</li> <li>Elimination of most reboot scenarios</li> <li>Extensive clustering services</li> <li>Faster system recovery and restart</li> </ul>
	<b>Business Benefit</b>	<ul style="list-style-type: none"> <li>Increased user productivity</li> <li>Improved stakeholder experience</li> <li>Improved asset utilization</li> </ul>
<b>Easier to Use And Manage</b>	<b>Enabling Technologies</b>	<ul style="list-style-type: none"> <li>Mobile/roaming support</li> <li>Mobile devices, network mgmt.</li> </ul>
	<b>Business Benefit</b>	<ul style="list-style-type: none"> <li>Consolidation options</li> <li>Centralized management/control</li> </ul>
<b>Next Generation Web Apps</b>	<b>Enabling Technologies</b>	<ul style="list-style-type: none"> <li>Cloud-based SaaS, transactions</li> <li>Mobile support</li> <li>Source control</li> <li>Security</li> </ul>
	<b>Business Benefit</b>	<ul style="list-style-type: none"> <li>Unified IT "fabric"</li> <li>Greater user engagement</li> <li>Streamlined operation</li> </ul>



# TOP TEN SLIDE DELIVERY TIPS

- Most important point first
- 2-3 key supporting points
- Talk, don't read
- Be a director
- Not about the slide
- Practice with/without
- Out loud
- Keep eyes on audience
- Slide follow you
- Record yourself

# Re-engage People Every 10 minutes

**Audience**  
**Re-engage**  
**10 Party Expert**  
**Sharing experiences**





**C-P-R**

# Inviting Questions

**Give me an example**  
**In your experience**  
**Help me understand**  
**How do you manage**  
**Your biggest**  
**concerns**



# **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**

Pace

Pause

Pitch

Pronounce

Project



# 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





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