



Karen Friedman

— ENTERPRISES —

CREATING COMPELLING COMMUNICATORS

**SPEAK TO BE
HEARD**

**Communicating Your
Message for Maximum
Impact**

**What
makes
you
different?**

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



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



Engaging



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



- **KNOW YOUR AUDIENCE**

- **Care about?**

- **So what?**

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

DON'T BURY THE LEAD

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

DON'T BURY THE LEAD



YOUR TURN



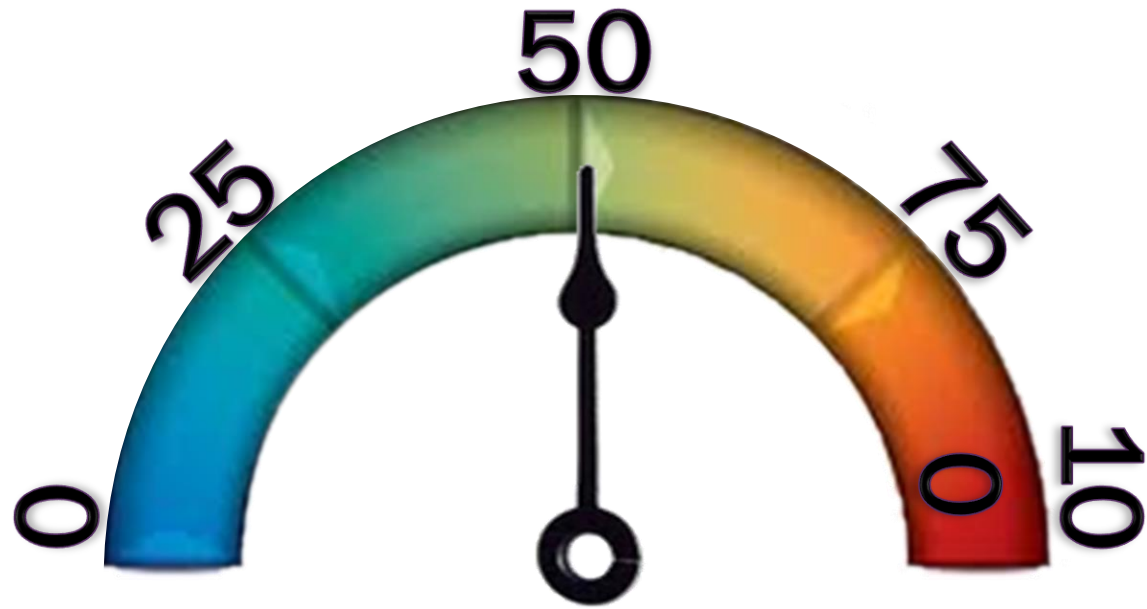
Write this down

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



OPENING REMARKS

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



Make Me Care Meter



Efficient

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

YOUR TURN

PJM Issues



PJM staff is presenting updates to raise awareness of system and tool changes to the reps at PJM member companies

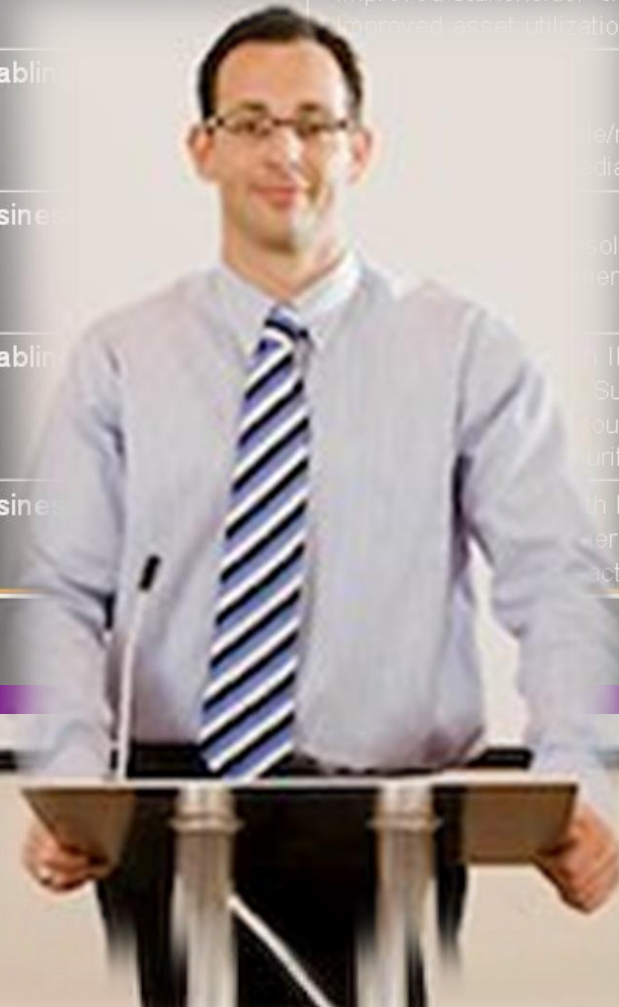


PJM staff is presenting updates to a manual, seeking stakeholder approval. Some updates are significant and some are general cleanup items



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

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



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



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



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



Research shows people are more likely to take action after hearing an impactful story



C-P-R

CLOSING REMARKS

- **What do you want to leave them with?**
 - **Circle Back**
 - **Strong Statement**
 - **Call to action**
 - **Repeat key points**
 - **Glimpse of future**
 - **Rhetorical question**
 - **Closing story**
 - **Recommendation**

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%

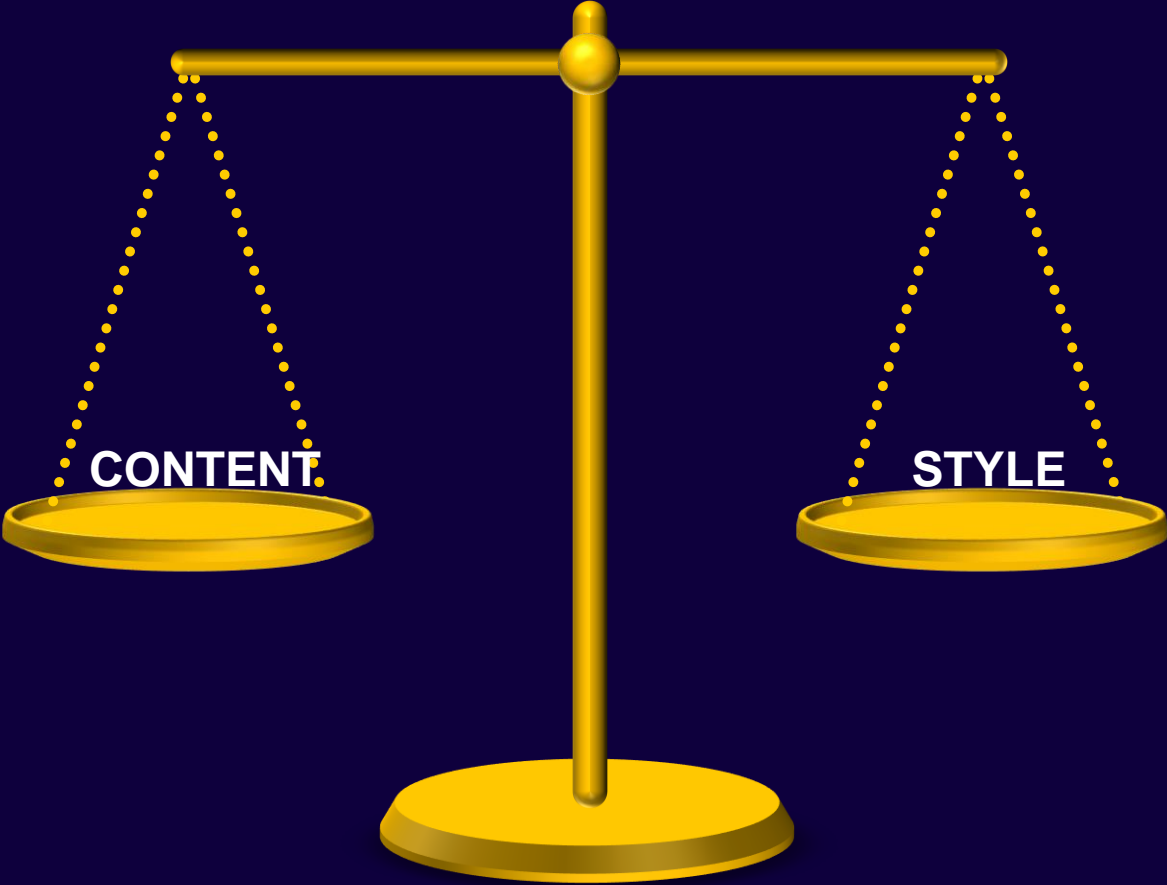
Pace

Pause

Pitch

Pronounce

Project



CONTENT


STYLE

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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