



Karen Friedman

— ENTERPRISES —
CREATING COMPELLING COMMUNICATORS

ENGAGING and INFLUENCING LISTENERS

**Communicating Your
Message with Impact
and Authority**

**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



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?**

- **Solve problem?**

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

OPENING REMARKS

Engage and Connect



MESSAGE

- Frame from their perspective
- Mean. So What? Care?



AUDIENCE

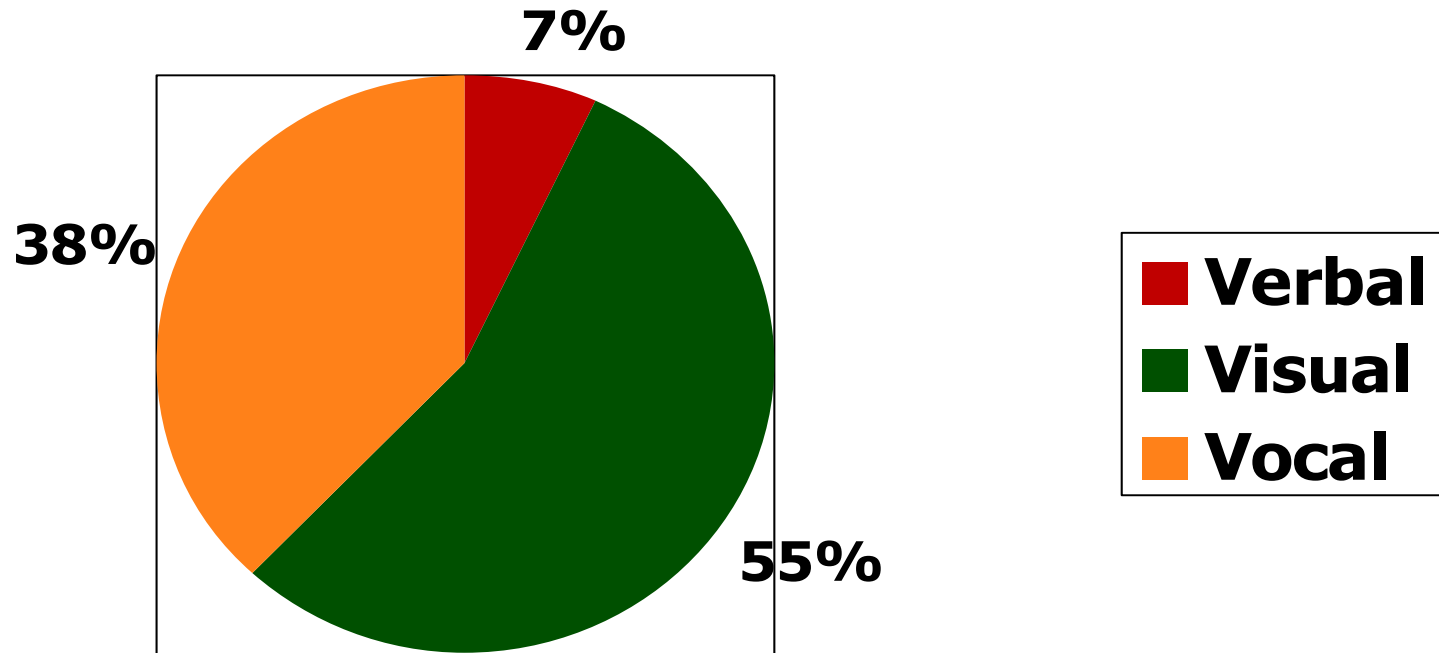
- Internal. External
- Care About? W-I-I-F-T?



PURPOSE

- Your purpose?
- New information. Take Action. Change

The Three V's



YOUR TURN



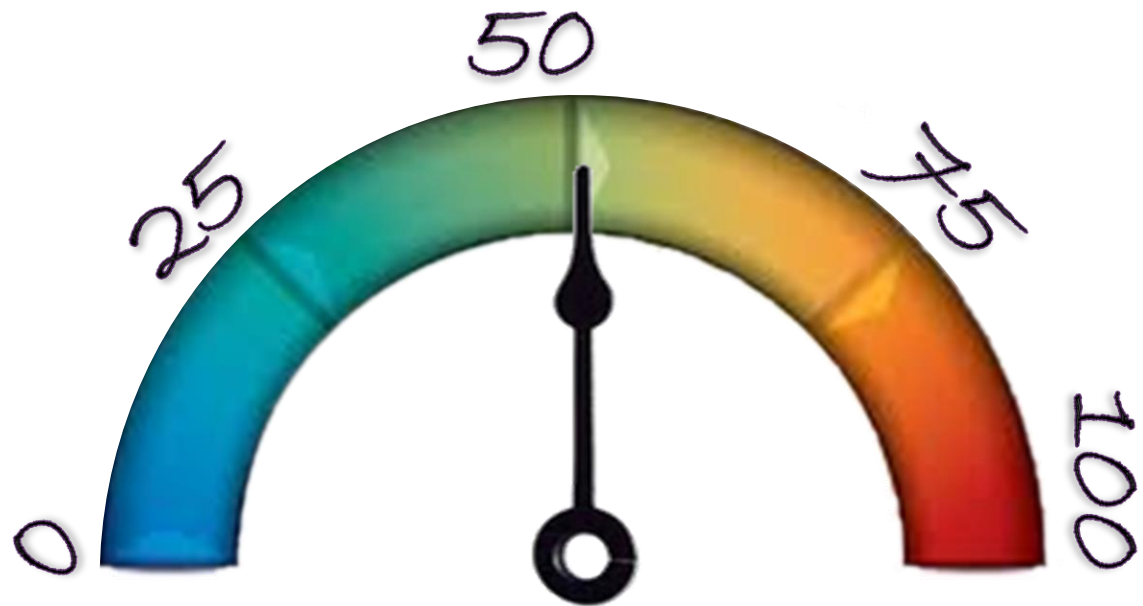
DON'T BURY THE LEAD



OPENING REMARKS

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





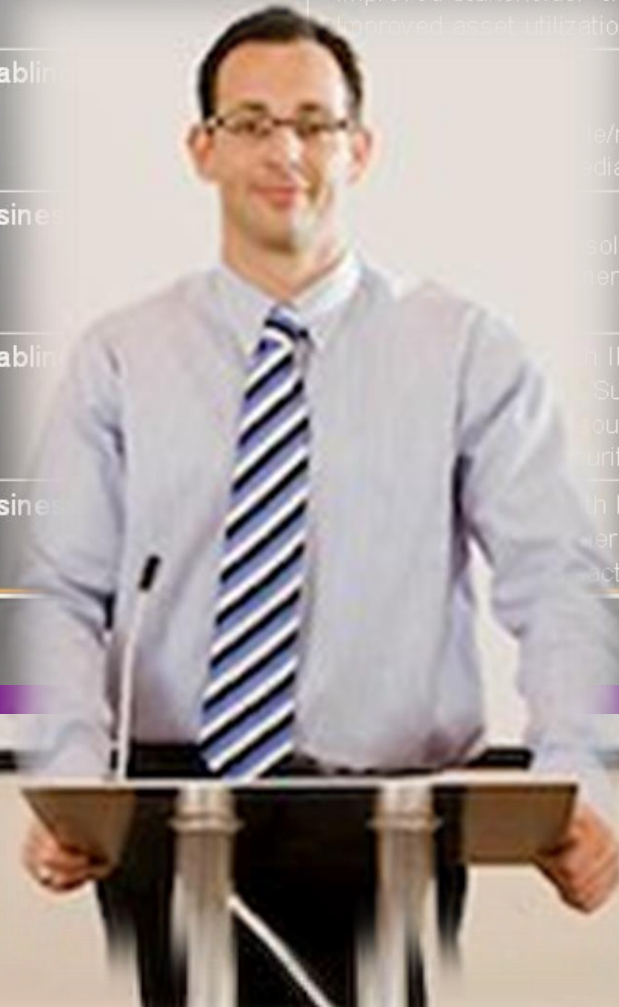
Make Me Care Meter

ORGANIZE



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 Mobile devices, 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





CREATE SLIDES

- **Create content first**
- What's the story?
- Title: Headline BIG idea
- 3-5 key points
- Minimize words/maximize pictures
- Provide details in handout
- Large font/white space
- Slide follow you
- Practice with/without
- Out loud

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

NEW EXPENSE LOG SYSTEM

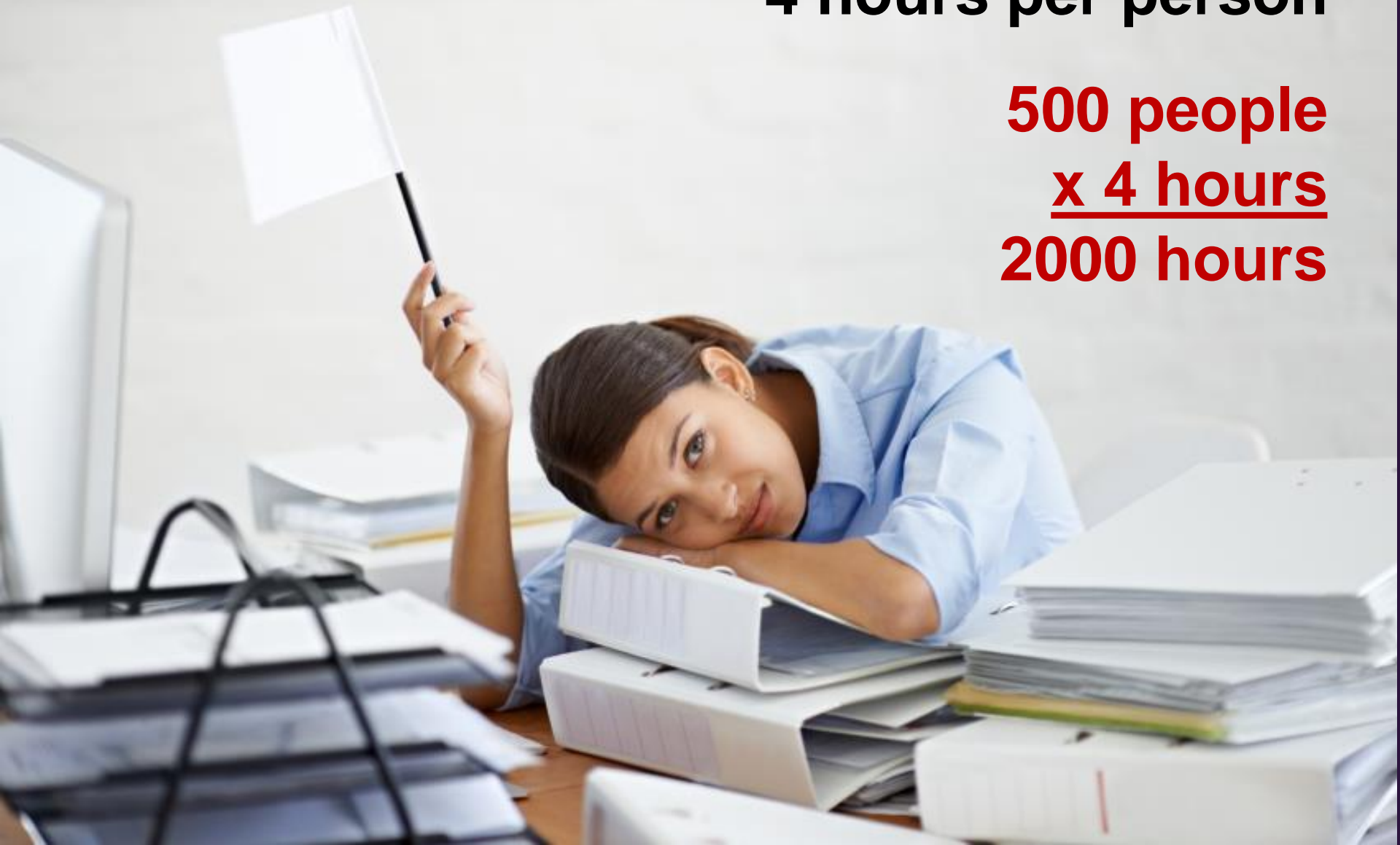
- **I want to talk to you about a new way we want to log expenses.**
- **First I'm going to take you through the program and then I will show you how you would be able to enter your receipts. When entering a receipt, you would first click here on the upper right hand side of your screen which brings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

Telling a story



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

YOUR TURN





DELIVER SLIDES

- Most important point first
- 2-3 key supporting points
- Talk, don't read
- Be a director
- Be an editor
- Practice with/without
- Out loud
- Keep eyes on audience
- Record yourself

Pace

Pause

Pitch

Pronounce

Project

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%

BORING TO BRILLIANT

Think Differently



Mean? So What? Care?



Examples, Anecdotes, Metaphors



Not About the Slide



Lose the Jargon. Explain the Why

Speak Up

Preparation

- **Why am I here?**
- **How can I help?**

2-3 points in advance

- **Saw, heard, experienced**
- **While talking to Ben**

Key words

- **Play off others**
- **'So if we improve efficiency'**

Techniques to Speak Up



Speak Up

Help them elaborate

- **Now that you've shown us x,
how do we---**

Incorporate Remarks

To disagree

- **'Here's another perspective'**
'In my experience'

Appeal

- **Bob, I've always respected
your opinion so when you say-**

Techniques to Speak Up

PHONE TIPS

- Lean forward
- Eyes focused
- Have a script
- Key points
- Be a director
- Full attention
- Smile across miles
- End: call to action





MESSAGE FOCUSED CONVERSATIONS

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Pick an audience. Internal or External

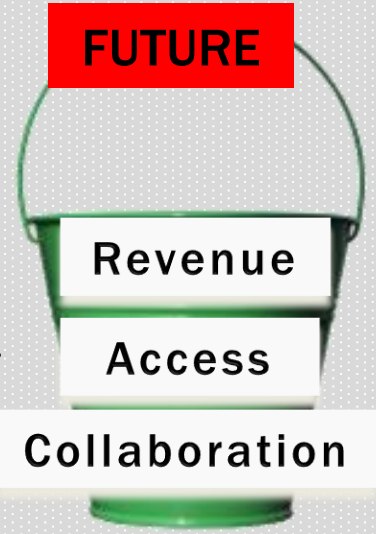
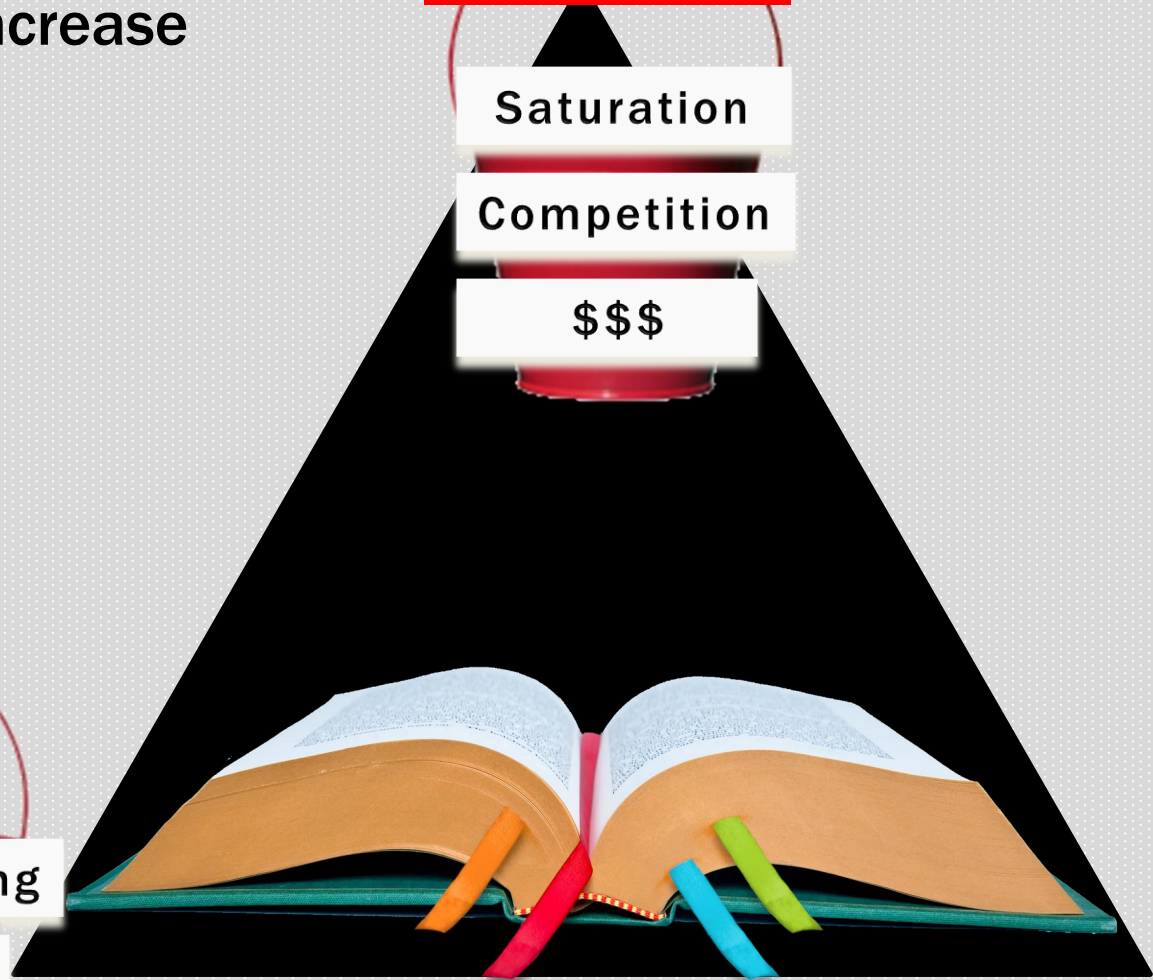


Pick a challenging conversation. Issue, objection, complicated concepts, hard to explain



Hit the headline. What's in it for them? Value? Benefit? Move the make me care meter

OPEN: Opportunity to expand market share and increase revenue





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**
- **What's important to understand**
- **Let me draw your attention to**
- **Here's what you need to know**

A - T - M



Acknowledge
Transition
Message
and Address



A magnifying glass with a black handle and frame is positioned over the word "QUESTIONS" written in large, green, hand-drawn letters. The background is a dark grey with various question words like "when", "who", "why", "where", "how", and "what" scattered around in a lighter grey, hand-drawn font. The magnifying glass's lens is centered over the word "QUESTIONS".

PROBING QUESTIONS

- Can you share an example?
- Tell me about...
- Why do you think this is the case?
- How did you decide?
- Can you elaborate?
- Have you ever had that experience?
- Help me understand what you mean
- What do you think of?





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