



Karen Friedman

— ENTERPRISES —

CREATING COMPELLING COMMUNICATORS

ENGAGING and INFLUENCING LISTENERS

**Communicating Your
Message with 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



- **KNOW YOUR AUDIENCE**

- **Care about?**

- **Solve problem?**

- **Sit in their seats**

THINK THEME

If the fire alarm went off and your audience could only hear one thing, what would that be?



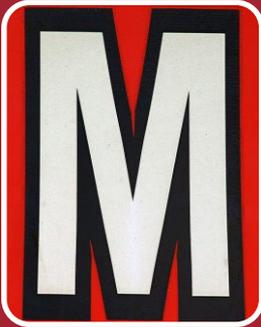
YOUR TURN



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

OPENING REMARKS

Story

Example

Facts/Stats

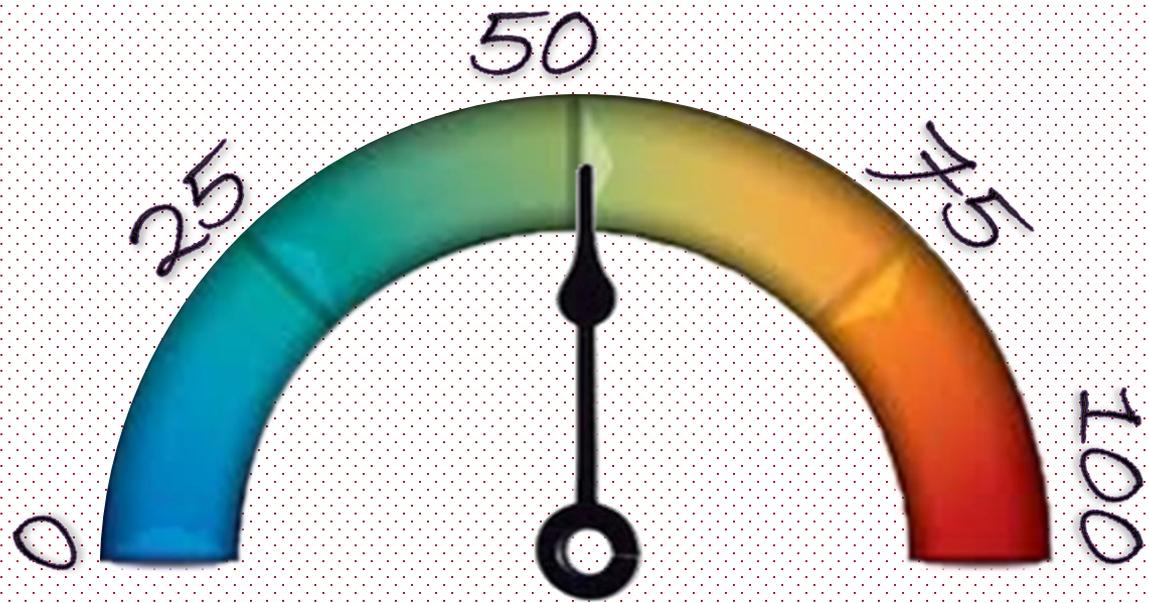
Strong statement

Quote

Issue/Challenge

Question





Make Me Care Meter

ORGANIZE



LETTER



What People Remember after a 10 minute Presentation

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



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

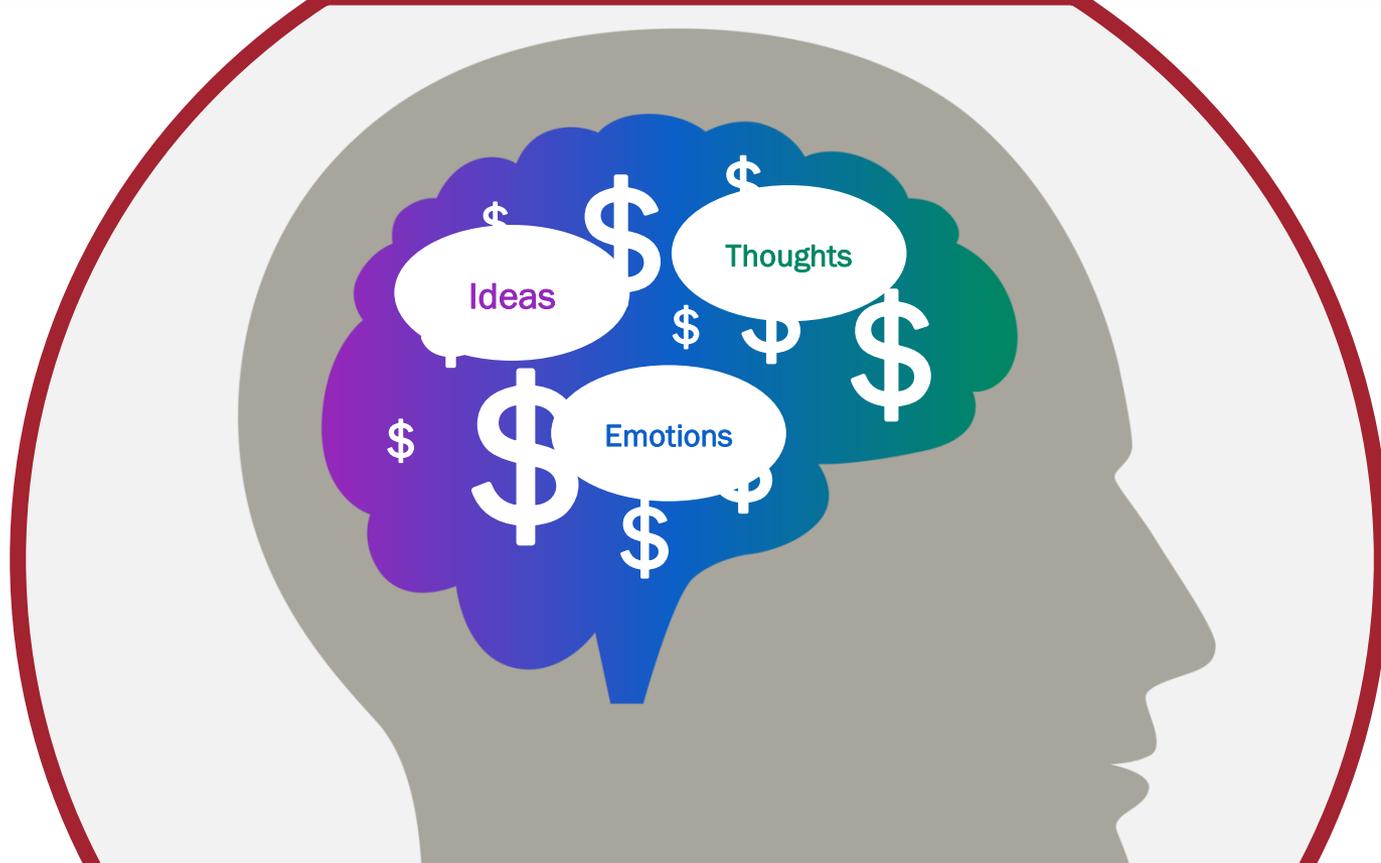
Examples

Analogies

Stories

Third
Party

Telling a story



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



C-P-R

CREATE SLIDES

Create content first

- What's the story?
- Title: Headline BIG idea
- 3-5 key points
- Keep it visual (65%)
- Important data on left (70/30)
- Provide details in handout
- Large font/white space

DELIVER SLIDES

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

YOUR TURN

Pick a few slides



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



WHAT TO SAY

A - T - M



Acknowledge
Transition
Message
and Address



Inviting Questions

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



DON'T KNOW



Reframe

I understand your concern about the market and it's important. I think the bigger issue is...



Stick to what you know

That's not my area of expertise. What I do know is this



Be authentic

I'm going to need to look into this

UNCLEAR COMMENTS



Ask person to give example or share data/facts



Re-state points to verify what the person is saying

Executive Presence

Managers often say to me,

“

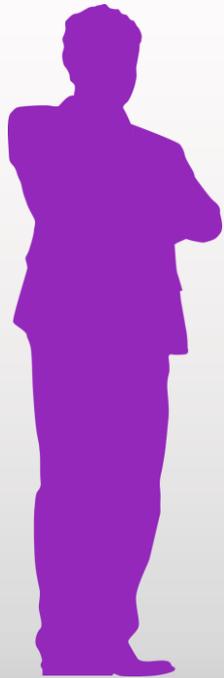
he/she is good at what they do
but they lack executive presence

”

268 executives pinpointed 3 essential elements of executive presence

Gravitas

(how you act)



67%

Communication

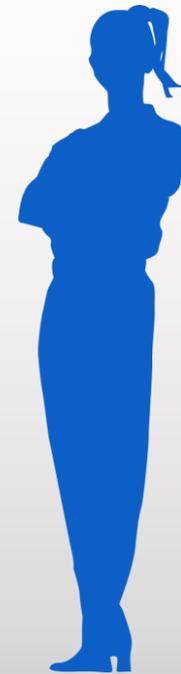
(how you speak)



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



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