



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**

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?
- Inform. Persuade. Explain

YOUR TURN



DON'T BURY THE LEAD

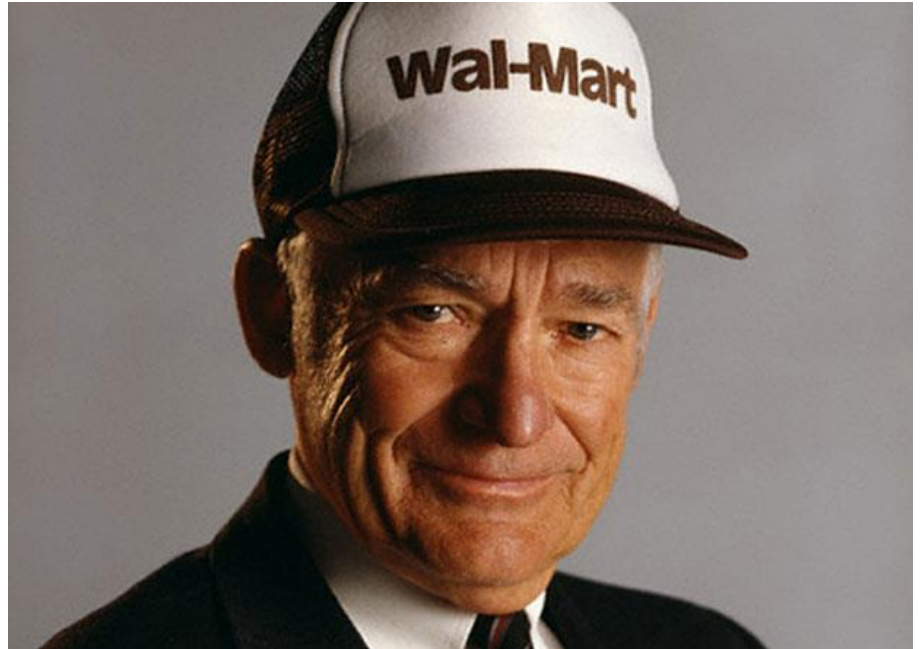


THINK THEME

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



**“High expectations
are key to absolutely
everything”**



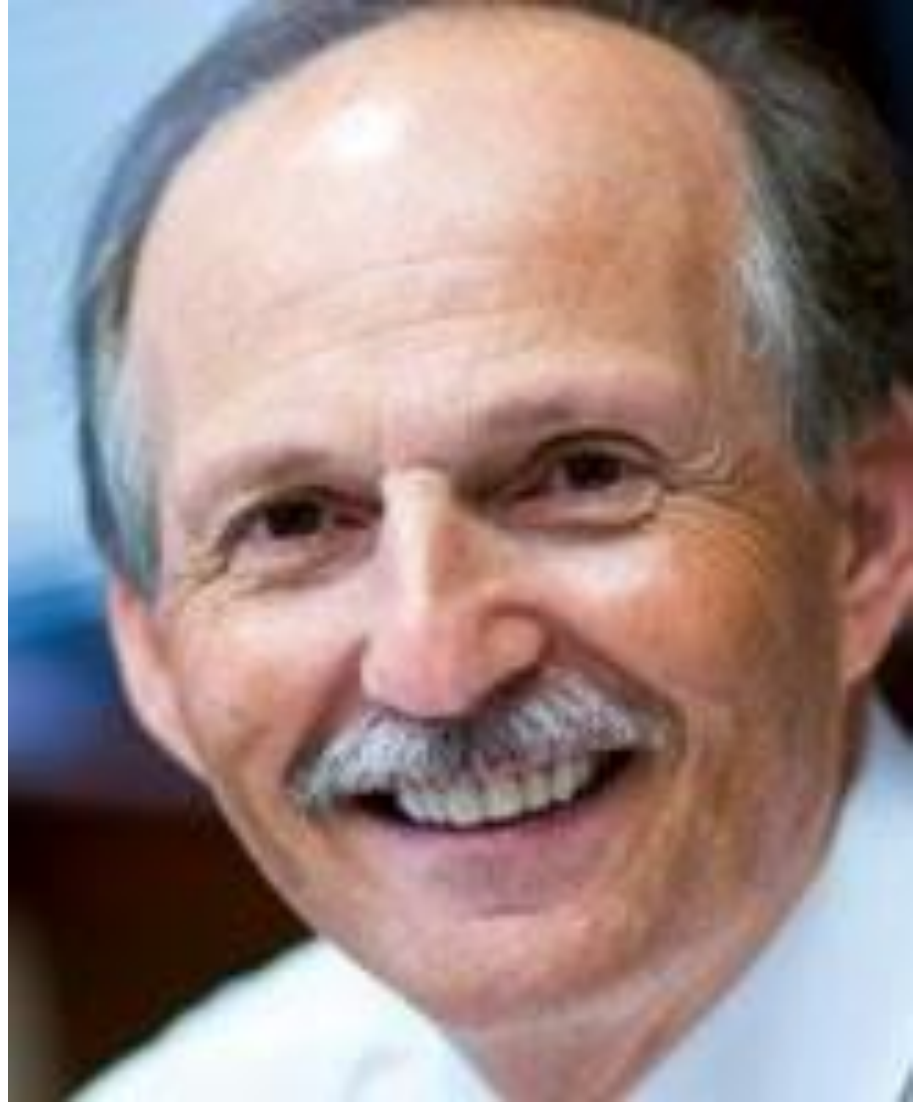
Sam Walton Walmart

**“Give it everything
you’ve got”**



Tim Cook Apple

“Imagine the possibilities”



Vince Donnelly PMA Insurance

OPENING REMARKS

Story

Example

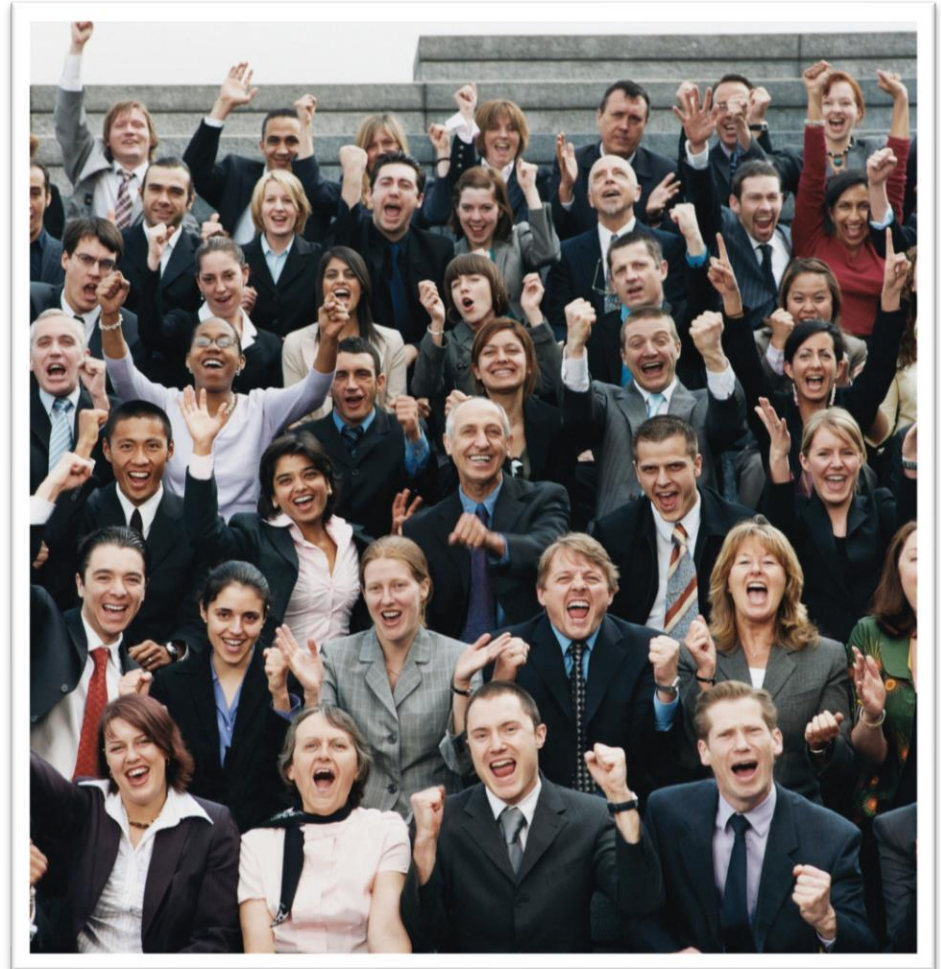
Facts/Stats

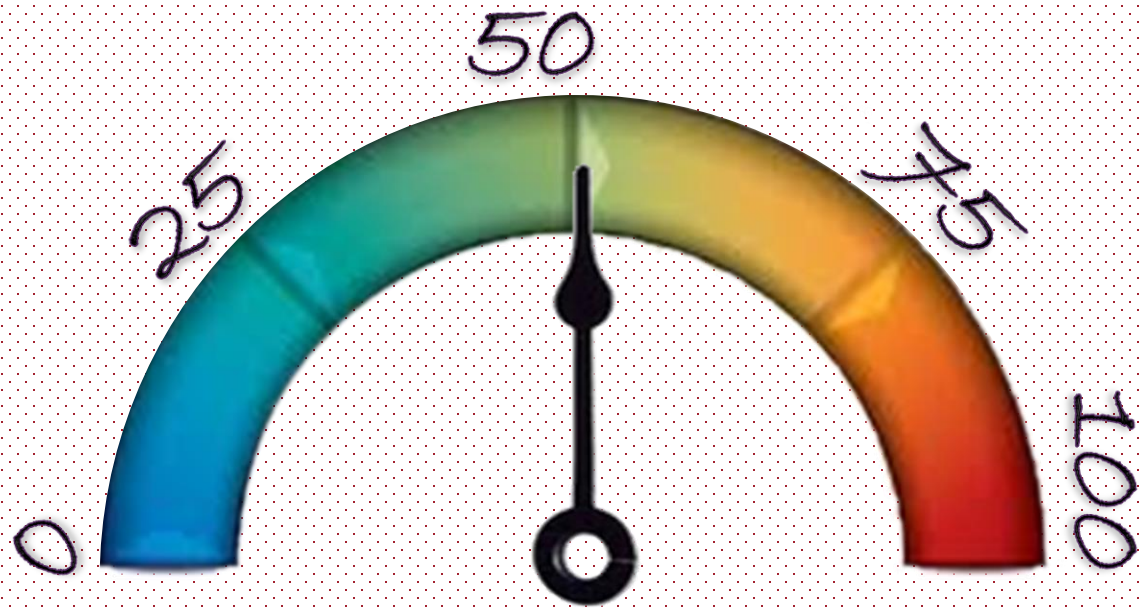
Strong statement

Quote

Issue/Challenge

Question





Make Me Care Meter



ORGANIZE

LETRY



TRANSITION

TRANSITION

TRANSITION

Challenges
Competition

Steps
Timeline

Studies

Mean
Benefit

ISSUE

ACTION

DATA

FUTURE



F-E-A-S-T

Facts

Examples

Analogies

Stories

Third
Party



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...”
- What this means is
- What’s important to understand
- Let me draw your attention to
- Here’s what you need to know

Re-engage People Every 10 minutes

Audience
Re-engage them
10 Party Expert
Sharing experiences



NEW EXPENSE LOG SYSTEM

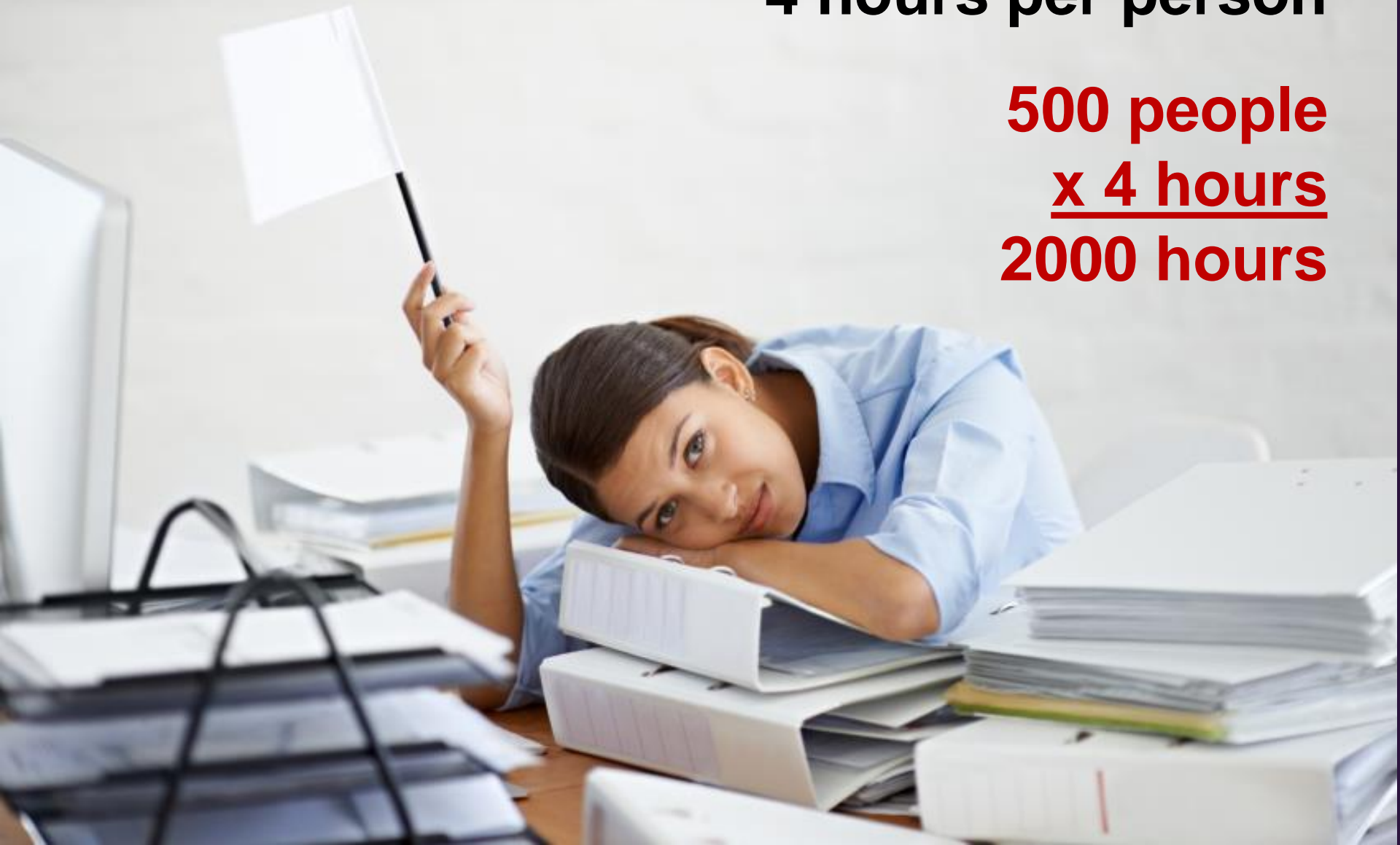
- **I want to talk to you about a new way we want to log expenses.**
- **First I'm going to take you through the program and then I will show you how you would be able to enter your receipts. When entering a receipt, you would first click here on the upper right hand side of your screen which brings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

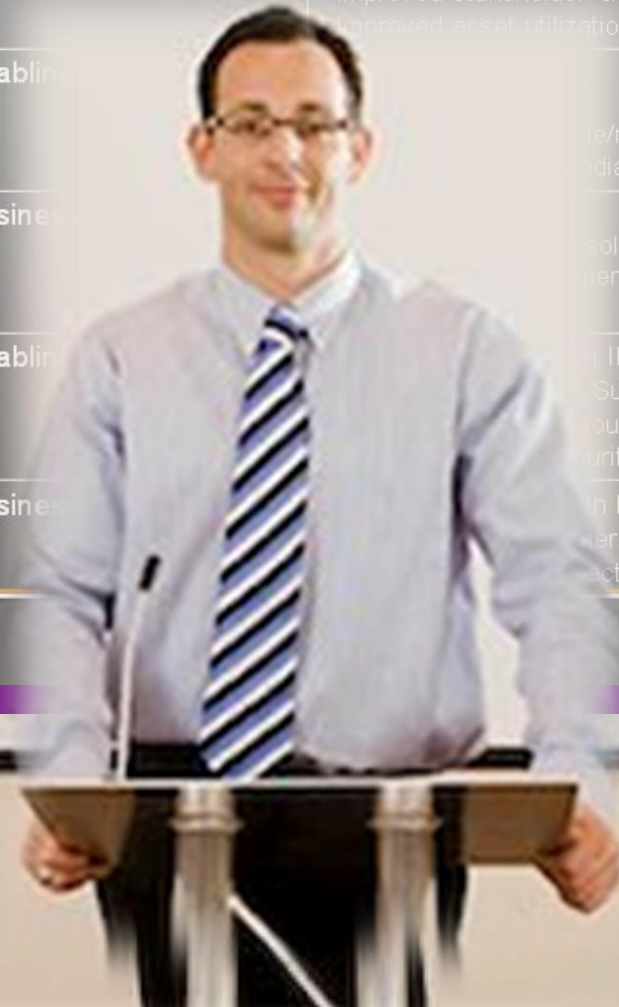
Stories/Examples



Research shows people are more likely to connect and take action 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

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 devices Support Source control Security
	Business Benefit	<ul style="list-style-type: none"> Cloud-based IT "fabric" Greater user engagement Greater productivity Greater action



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

- **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**

Big Stage Tips





Question 1

How much of your impact as a speaker depends on your body language

a) 10%

b) 25%

c) 50%

d) 85%



Question 2

Gesturing as if you are holding a ball between your hands signals:

- a) Bossy
- b) Facts at fingertips
- c) Friendliness
- d) Reserved



Question 3

What connects you to your listener more than anything else?

- a) How your body is pointed
- b) Tone of voice
- c) Eye contact
- d) All facial movements



Question 4

Clasping your hands in pyramid fashion suggests:

- a) You are praying
- b) Thoughtful
- c) Self assured and relaxed
- d) Honesty



Question 5

Palms up indicates:

- a) Wishful thinking
- b) Confidence
- c) Honest and accepting**
- d) Assertive



Question 6

Palms down suggests:

- a) You are angry
- b) You are in control
- c) Strong and assertive
- d) Quiet down

The image features a central black cross shape on a white background. The cross is composed of four rectangular arms of equal length. Inside the cross, the words "Quadrant" and "Approach" are written in a white, bold, sans-serif font, stacked vertically. On either side of the cross, there are red curtains with gold tassels, tied back with gold cords, framing the central text.

Quadrant Approach

BORING TO BRILLIANT

Tell a story

Mean? So What? Care?

Examples, Anecdotes, Analogies

Not About the Slide

Lose the Jargon. Conversation



KarenFriedman.com/Vertex