



Karen Friedman

— ENTERPRISES —

CREATING COMPELLING COMMUNICATORS

ENGAGING and INFLUENCING LISTENERS

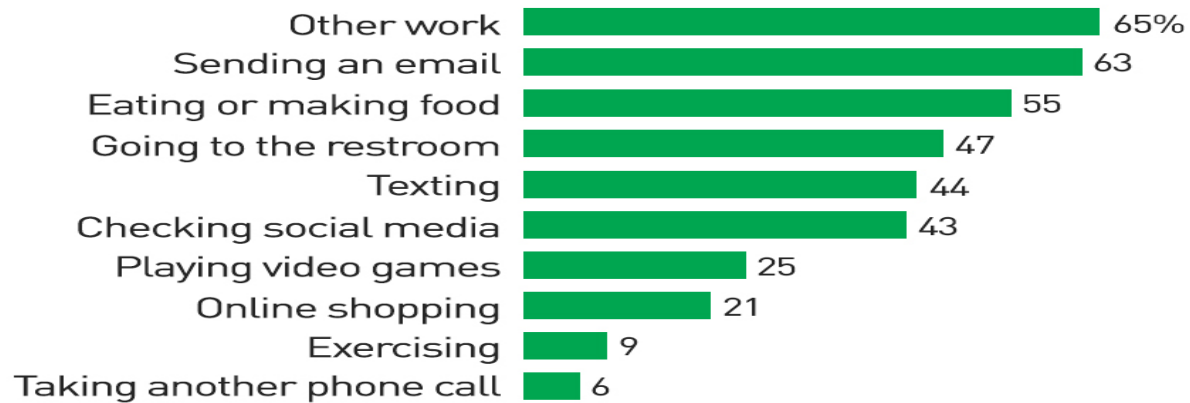
**Communicating Your
Message with Impact**

99%

**of people multitask in
virtual meetings**



WHAT ELSE ARE EMPLOYEES DOING DURING A CONFERENCE CALL?



Source: Intercall - HBR.org



VIRTUAL TIPS



How do you communicate?



How do you communicate?



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

WRITE THIS DOWN

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



YOUR TURN



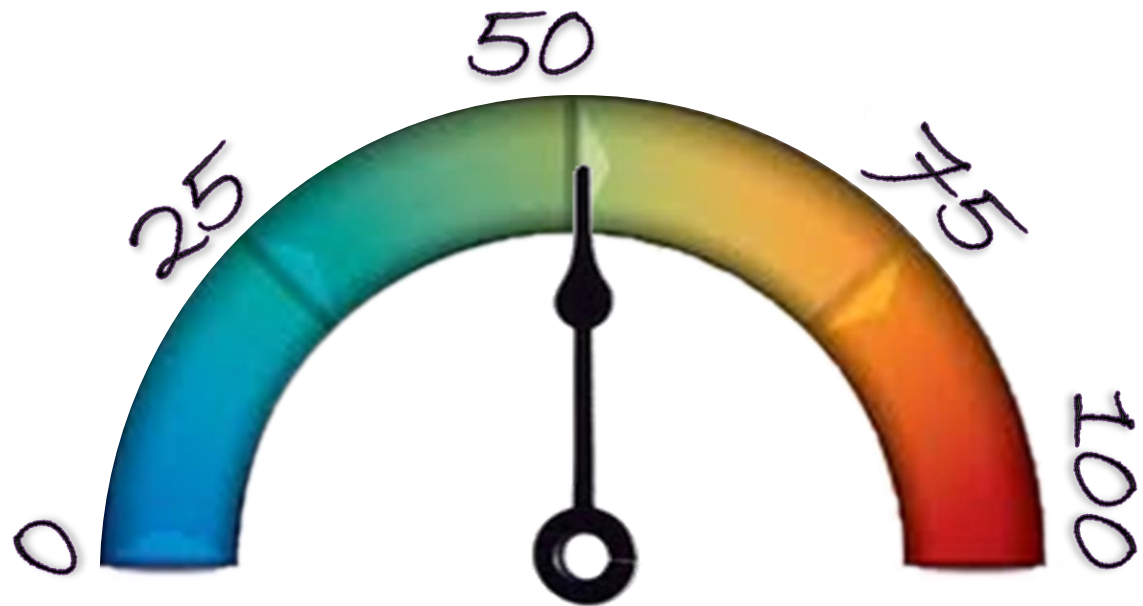
DON'T BURY THE LEAD





OPENING REMARKS

- Story/anecdote
- Example
- Powerful ###
- Strong statement
- Rhetorical question
- Cite research/context
- Problem/issue/challenge




Make Me Care Meter



Efficient

ORGANIZE



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

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

Re-engage People Every 10 minutes

Audience
Re-engage them
10 Party Expert
Sharing experiences





Easy to
Understand



WHAT MAKES
A MESSAGE
STICK

Telling a story



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

YOUR TURN



CLOSING A MEETING

Take away? Value to them



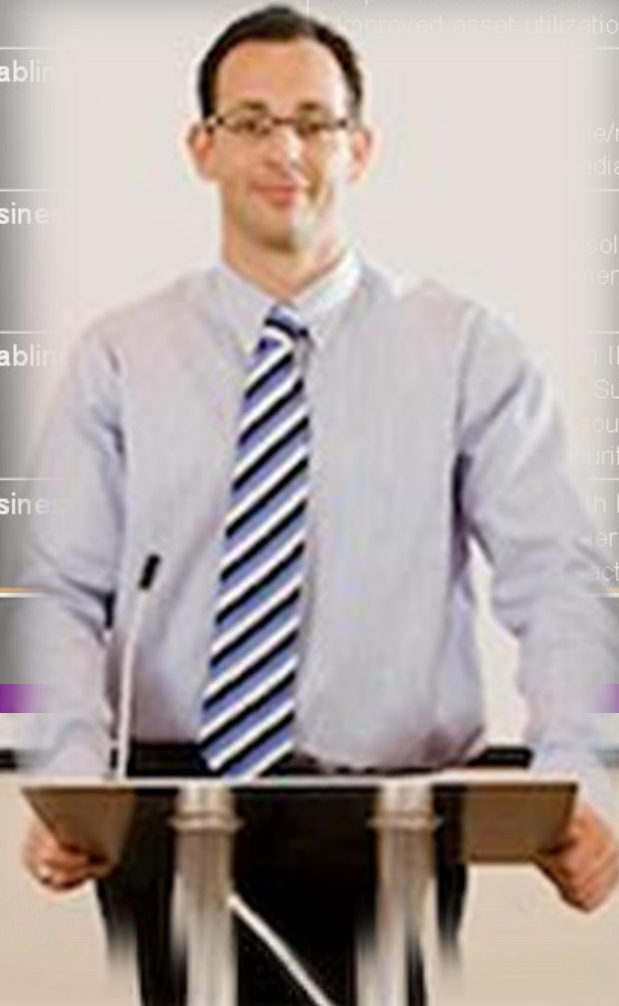
End with question to gauge next steps



Clarity/agreement moving forward

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"> Cloud/roaming support Mobile, 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, SaaS, transactions Mobile support Source control Security
	Business Benefit	<ul style="list-style-type: none"> Cloud IT "fabric" Greater user engagement Agile action



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



DELIVER SLIDES

- Most important point first
- 2-3 key supporting points
- Talk, don't read
- Be a director
- Practice with/without
- Out loud
- Two sets slides
- Make messages relevant

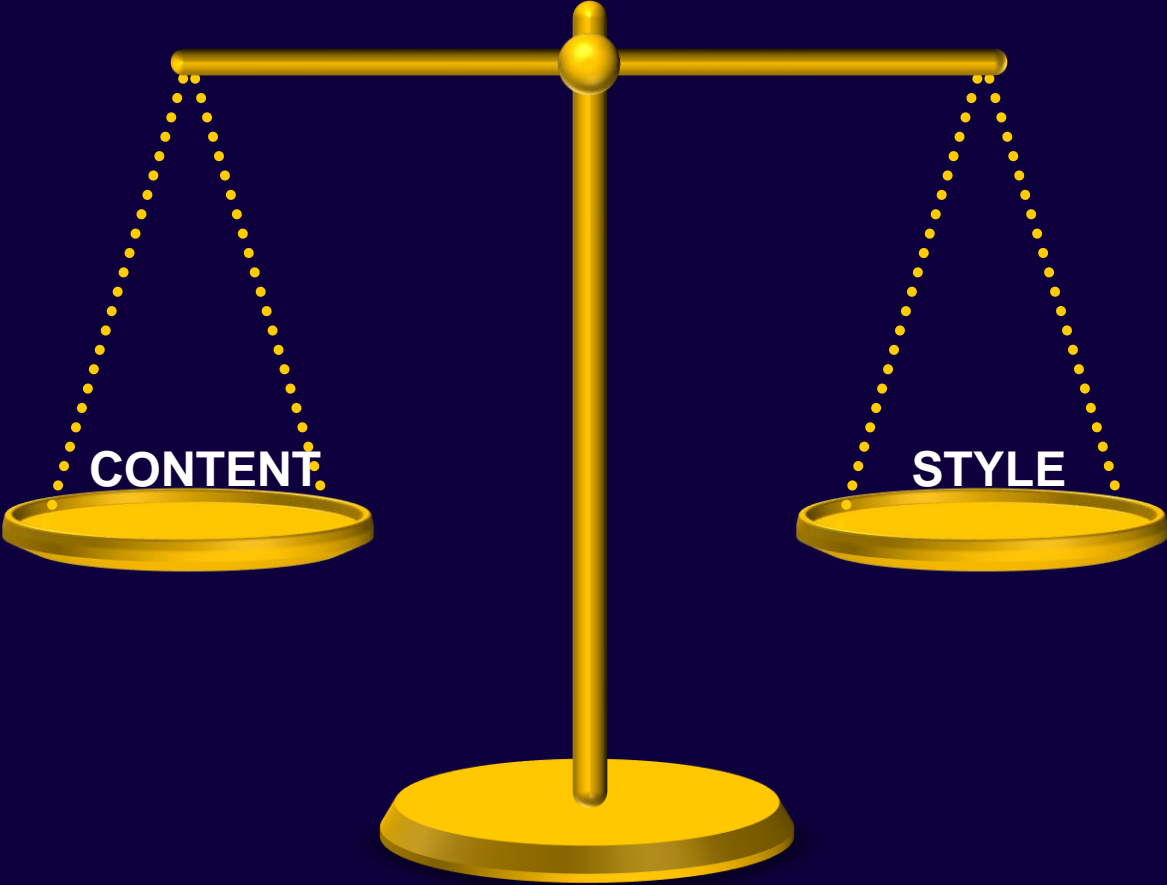
Pace

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

QUESTIONS



PERSON WHO TALKS TOO MUCH

- **Reframe comments and direct question to the group**
- **Tell person opinion is valued, want to hear from others as well**

ARGUMENTS

- **List both sides of argument on chart. Group develops pros/cons**
- **Tell people to focus on ideas/facts, not on individuals**
- **Refer to outside expert/objective party**

UNCLEAR COMMENTS

- **Ask person to give example or share data/facts**
- **Re-state points to verify what the person is saying**

INTERRUPTER/OFF TRACK

- **Listen. Do not react.**
- **Summarize points to let them know they've been heard**
- **Ask how their point relates to subject at hand**
- **Say need to move on and can discuss after meeting**



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