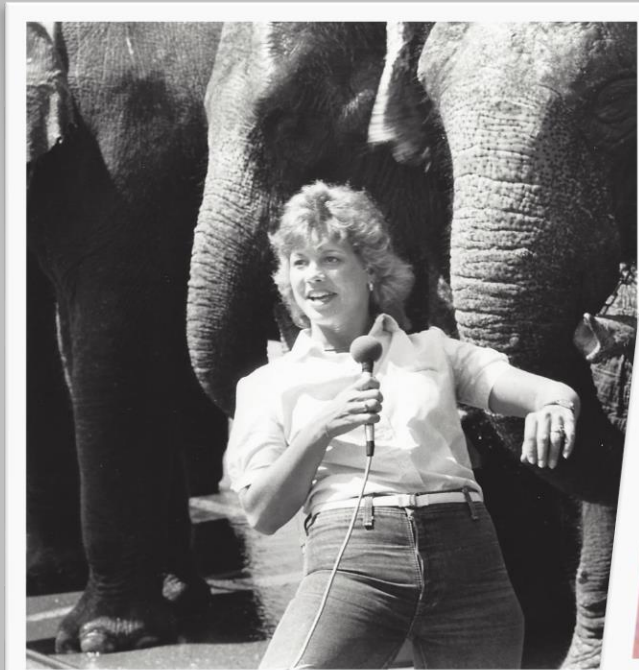




Karen Friedman
— ENTERPRISES —
CREATING COMPELLING COMMUNICATORS

LEADING WITH CONFIDENCE

**From Challenge Comes
Change**








Connect the dots

Clear the weeds

Communicate forward



Connect
the dots

stories

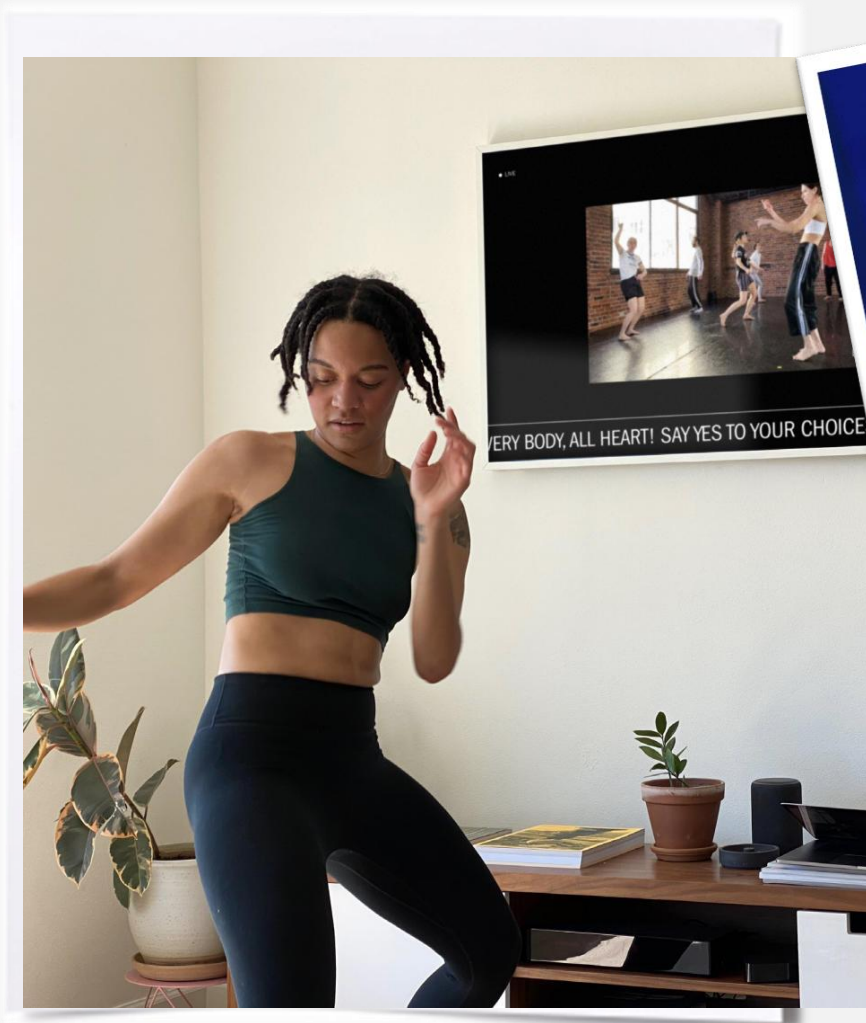
examples

connect the
D O T S

experience



Emotional Connection



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 donate to a cause after hearing an impactful story



Clear the
weeds

Clear Your Head to Lead with Confidence

Decisive



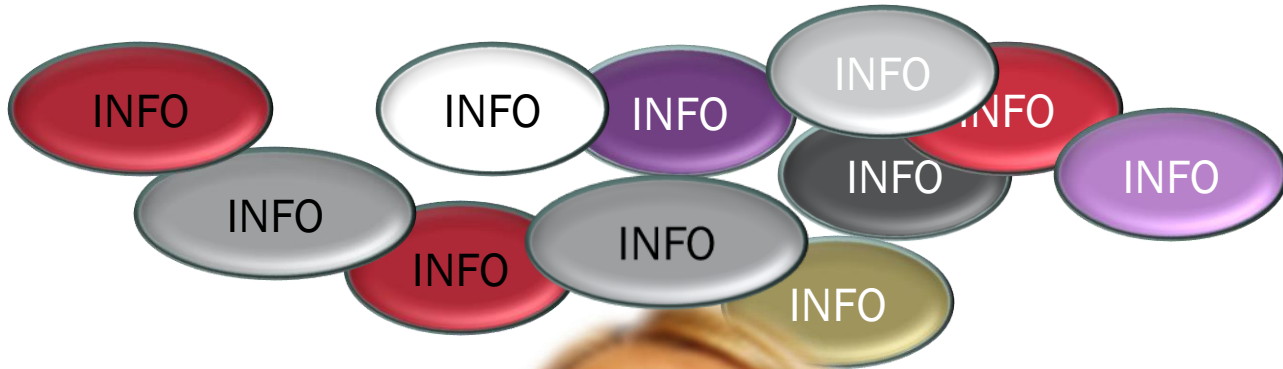
Present



Focused



My Little Voice



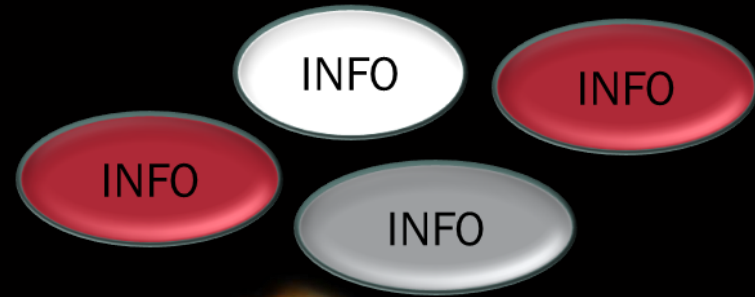
ID YOUR LITTLE VOICE

**Write down your
favorite thing**

Speak :30 to 1:00

**Listeners: what is
your little voice saying
while she's speaking?**

Share your voice



Were you in the moment?

What did your little voice tell you?



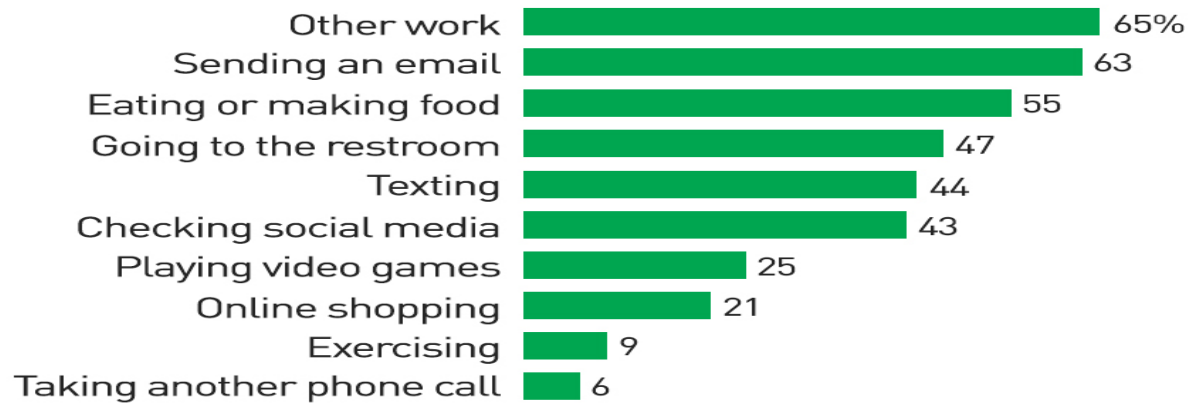
Communicate
effectively

99%

**of people multitask in
virtual meetings**



WHAT ELSE ARE EMPLOYEES DOING DURING A CONFERENCE CALL?



Source: Intercall - HBR.org



VIRTUAL TIPS



VIRTUAL TIPS

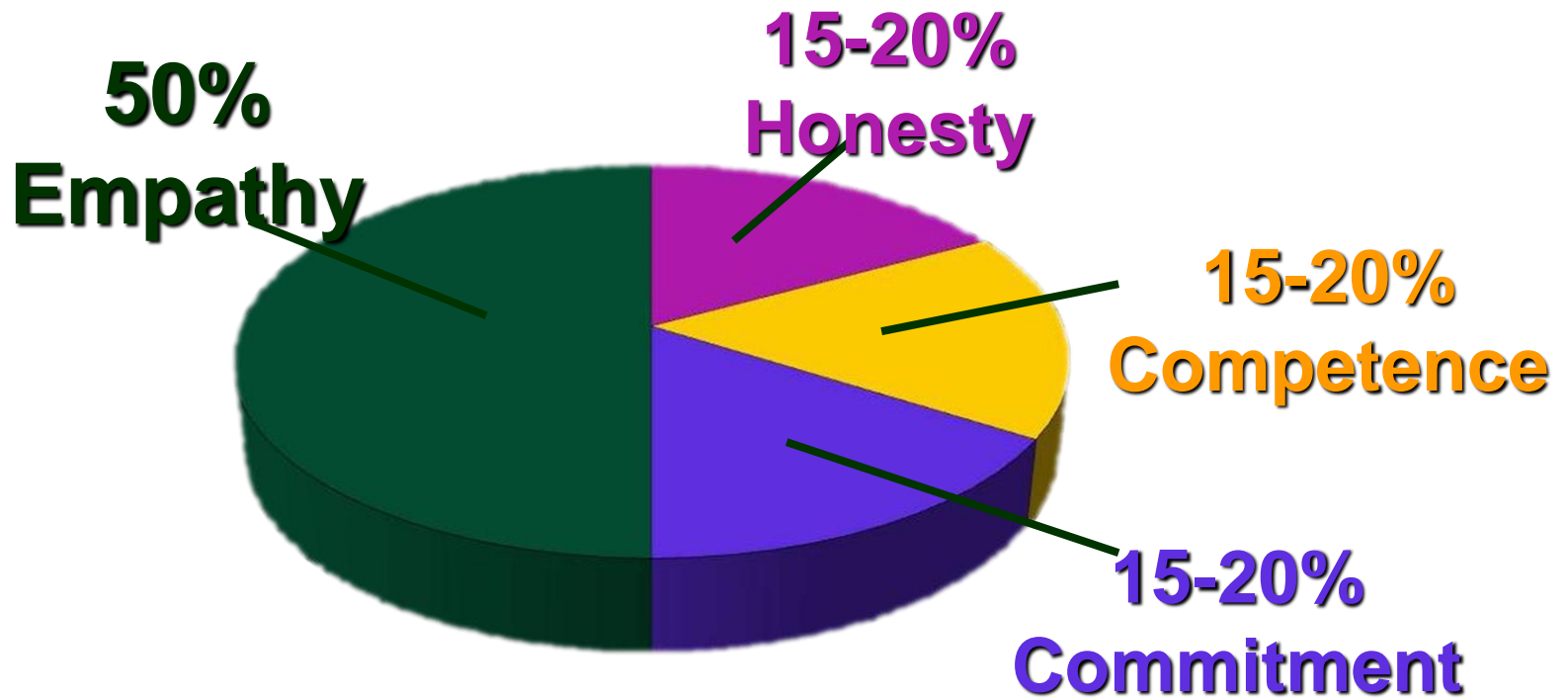
- ✓ Eye level
- ✓ Look at camera
- ✓ Camera distance
- ✓ Gestures
- ✓ Warm it up
- ✓ Pause
- ✓ Speak to one person
- ✓ Outside voice





• **SIT IN THEIR SEATS**

Personal Credibility Reaction



People don't **care**
how much you **know**
until they **know**
how much you **care!**

DON'T BURY THE LEAD







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