



Karen Friedman

— ENTERPRISES —
CREATING COMPELLING COMMUNICATORS

ENGAGING VIRTUAL AUDIENCES

**Communicating Your
Message for Maximum
Impact**

99%

**of people multitask in
virtual meetings**



WHAT ELSE ARE EMPLOYEES DOING DURING A CONFERENCE CALL?



Source: Intercall - HBR.org



How do you communicate?



How do you communicate?



Engaging

Efficient

Easy to Understand



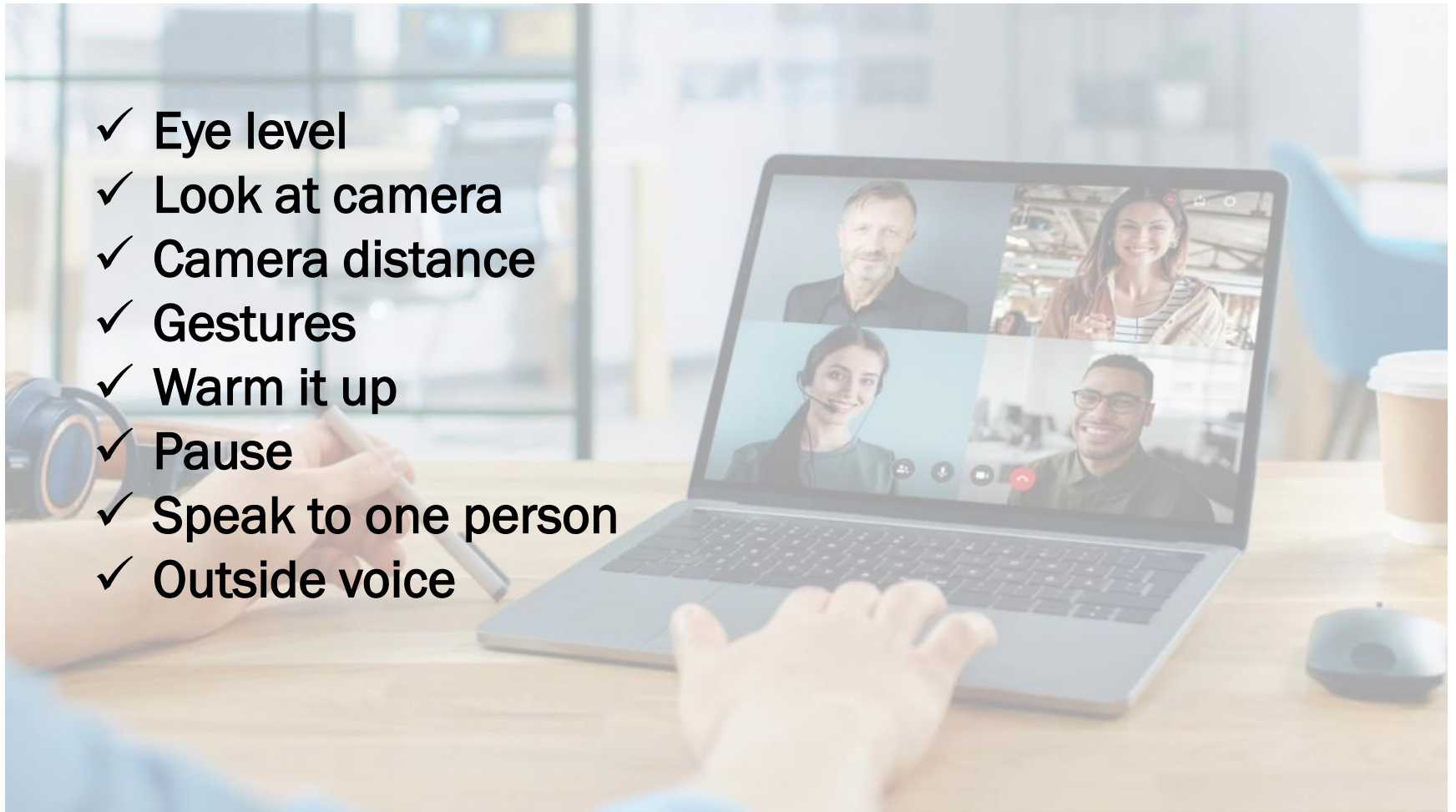
Engaging

VIRTUAL TIPS



VIRTUAL TIPS

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





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

DON'T BURY THE LEAD



YOUR TURN

Virtual Teams Meeting

**Can't see attendees
while presenting**

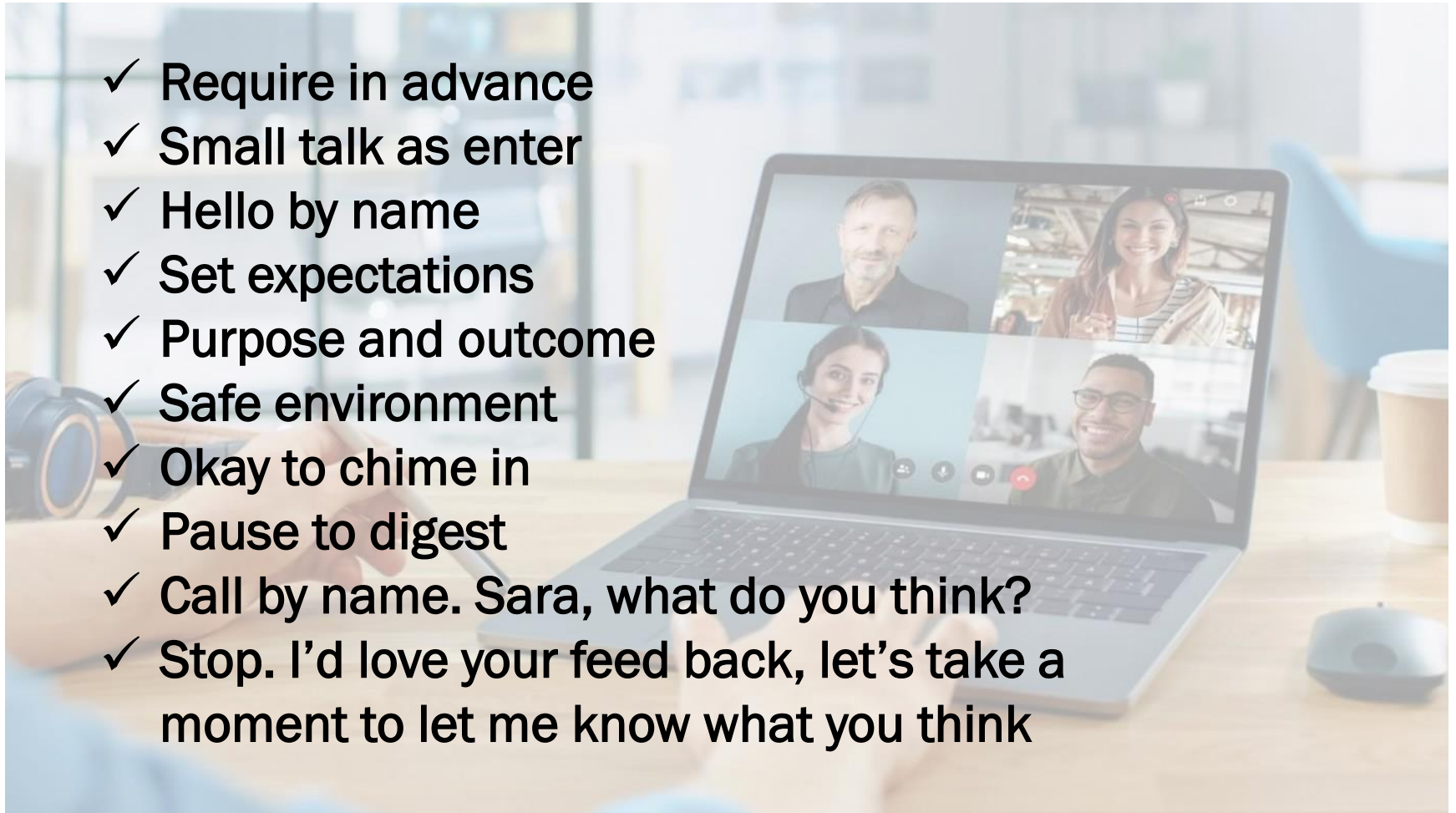
**When you ask a
question, no one will
respond**

What do you do?



HELP THEM PARTICIPATE

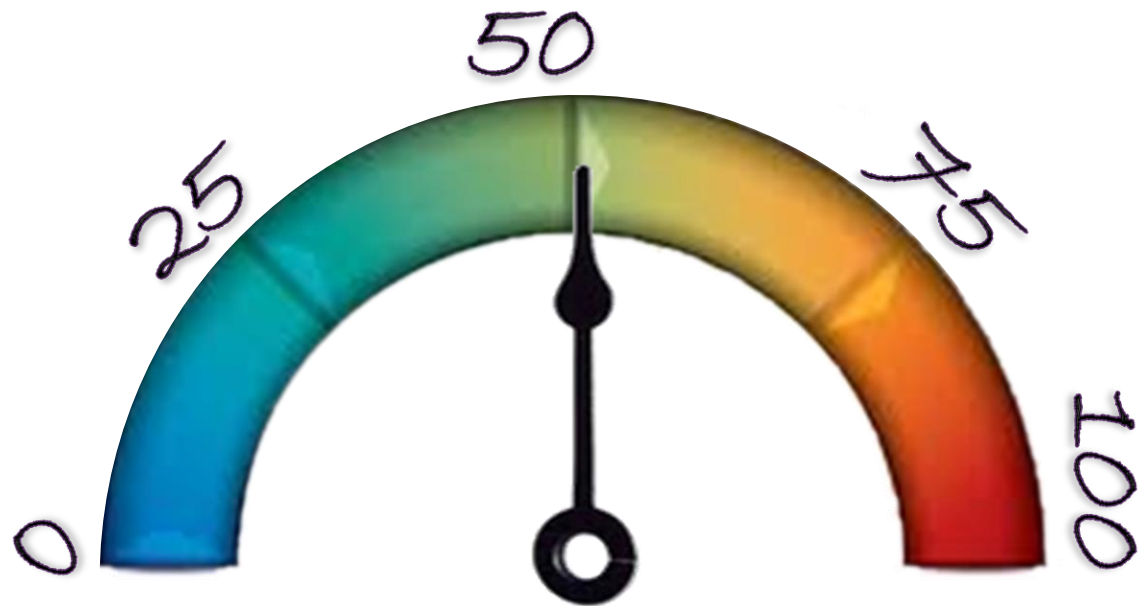
- ✓ Require in advance
- ✓ Small talk as enter
- ✓ Hello by name
- ✓ Set expectations
- ✓ Purpose and outcome
- ✓ Safe environment
- ✓ Okay to chime in
- ✓ Pause to digest
- ✓ Call by name. Sara, what do you think?
- ✓ Stop. I'd love your feed back, let's take a moment to let me know what you think





OPENING REMARKS

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



Make Me Care Meter



Efficient



ORGANIZE

What People Remember after a 10 minute Presentation

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



LETTER



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
Relevance
Group Party Expert
Sharing experiences





Easy to
Understand

Stories/Examples



Research shows people are more likely to connect and take action after hearing an impactful story



C-P-R

YOUR TURN

**One minute or less
to explain to a
specific listener
what you do and how
you can provide
value to them**



PRESENT SLIDES

- Talk, don't read
- Practice with/without
- Out-loud
- Most important point first
- 2-3 key supporting points
- Be a director
- Two sets slides
- Note section is for notes

DELIVERY



Pace

Pause

Pitch

Pronounce

Project



WHAT TO SAY

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 however I believe the bigger issue is...here's why



Stick to what you know

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



Be authentic

While I do not have the exact figure on hand, the data suggests

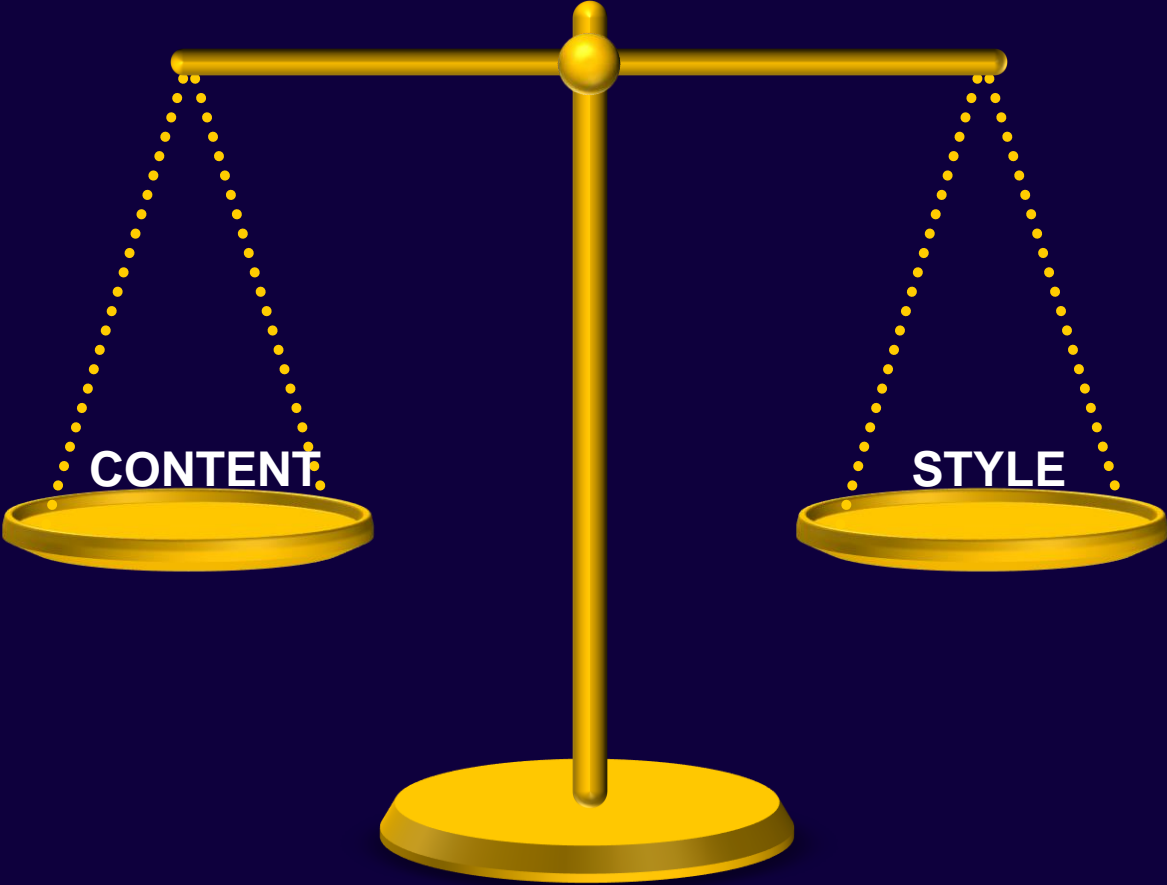
UNCLEAR COMMENTS



Ask person to give example or share data/facts



Re-state points to verify what the person is saying



CONTENT

STYLE



KarenFriedman.com/janssen