



**Karen Friedman**

— ENTERPRISES —

CREATING COMPELLING COMMUNICATORS

# ENGAGING and INFLUENCING LISTENERS

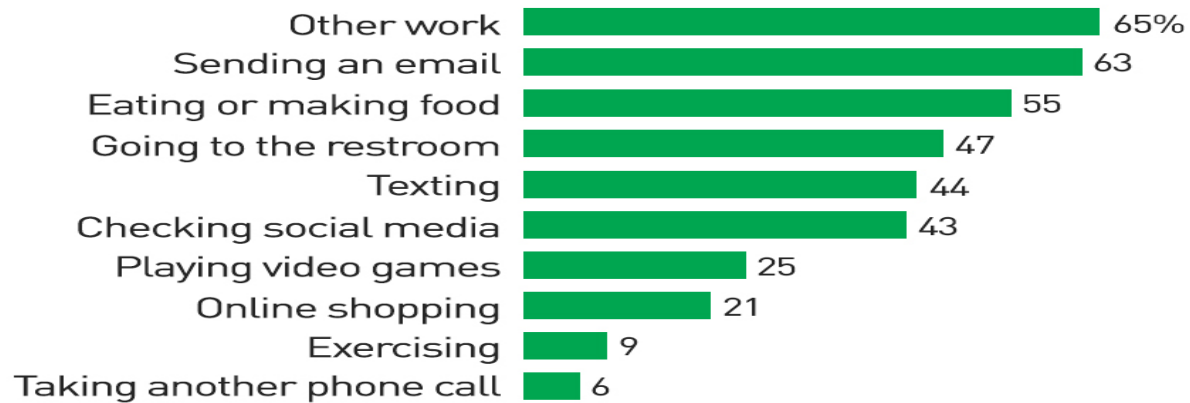
**Communicating Your  
Message with Impact**

**99%**

**of people multitask in  
virtual meetings**



## WHAT ELSE ARE EMPLOYEES DOING DURING A CONFERENCE CALL?



Source: Intercall - HBR.org



**E**ngaging

**E**fficient

**E**asy to Understand



**E**ngaging


# VIRTUAL TIPS



# VIRTUAL TIPS

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



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



# THINK THEME

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



# YOUR TURN



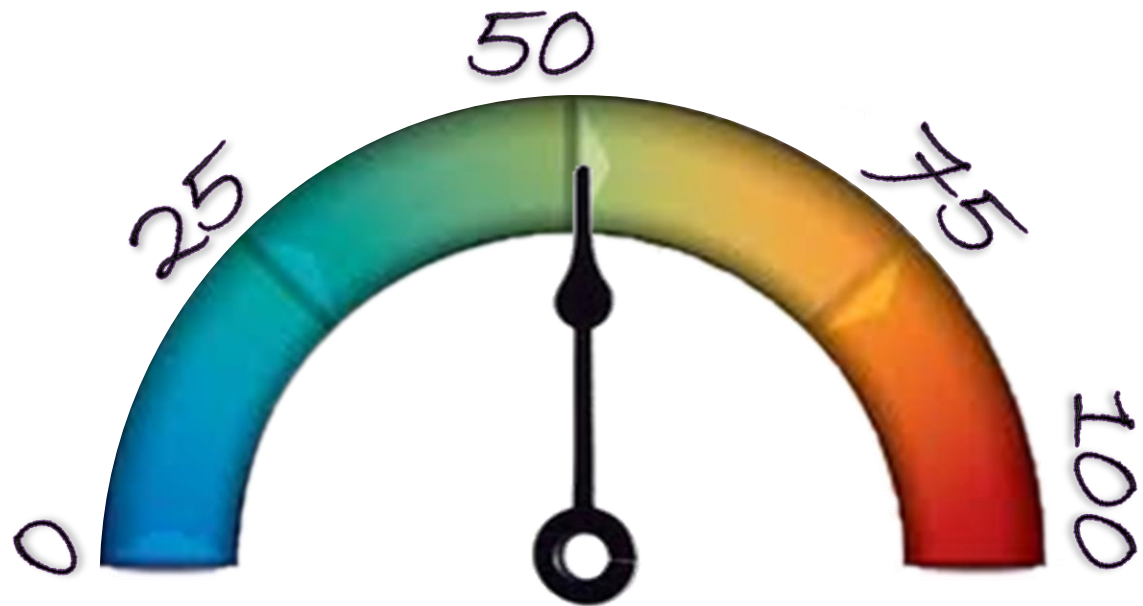
# DON'T BURY THE LEAD





# OPENING REMARKS

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



Make Me Care Meter



**E**fficient



Plan

Prepare

connect the  
**DOTS**

Practice





**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...”



**E**asy to  
Understand



# **USE STICKIES**

**Examples**

**Analogies**

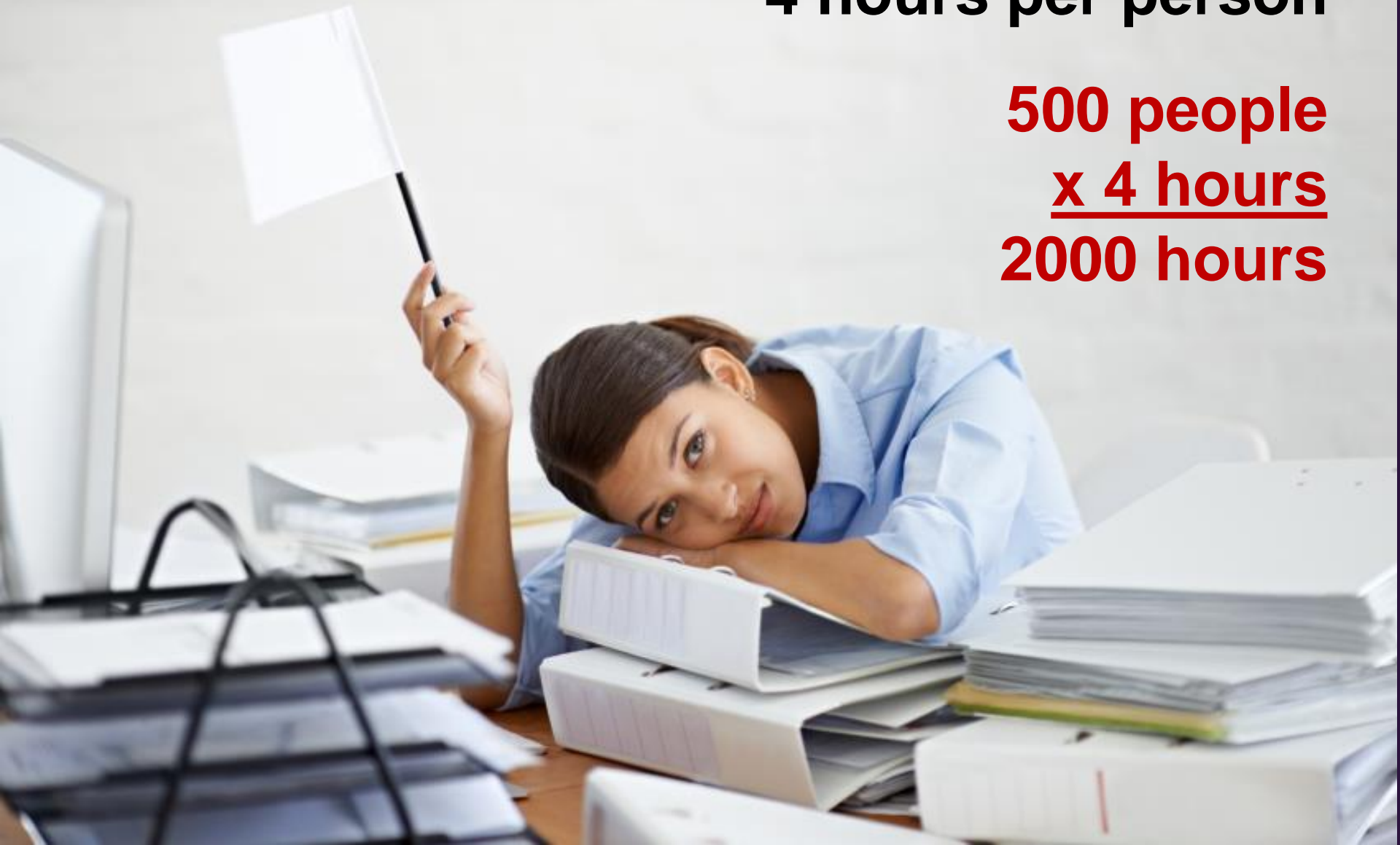
**Stories**

**Context**

# 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**



# Telling Stories



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



# YOUR TURN



# **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**

Pace

Pause

Pitch

Pronounce

Project





[KarenFriedman.com/vertex](http://KarenFriedman.com/vertex)