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— ENTERPRISES —

CREATING COMPELLING COMMUNICATORS

ENGAGING and INFLUENCING LISTENERS

**Communicating Your
Message with Impact**

VIRTUAL TIPS

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





- **KNOW YOUR AUDIENCE**

- **Care about?**

- **Solve problem?**

- **Sit in their seats**

THINK THEME

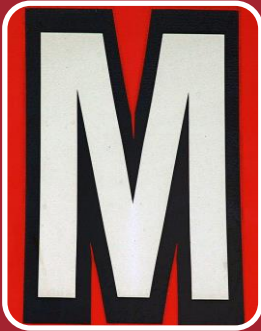
If the fire alarm went off and your audience could only hear one thing, what would that be?



DON'T BURY THE LEAD



FRAME THE OPEN



MSL

- Resource. Medical expert. Background
- Establish credibility



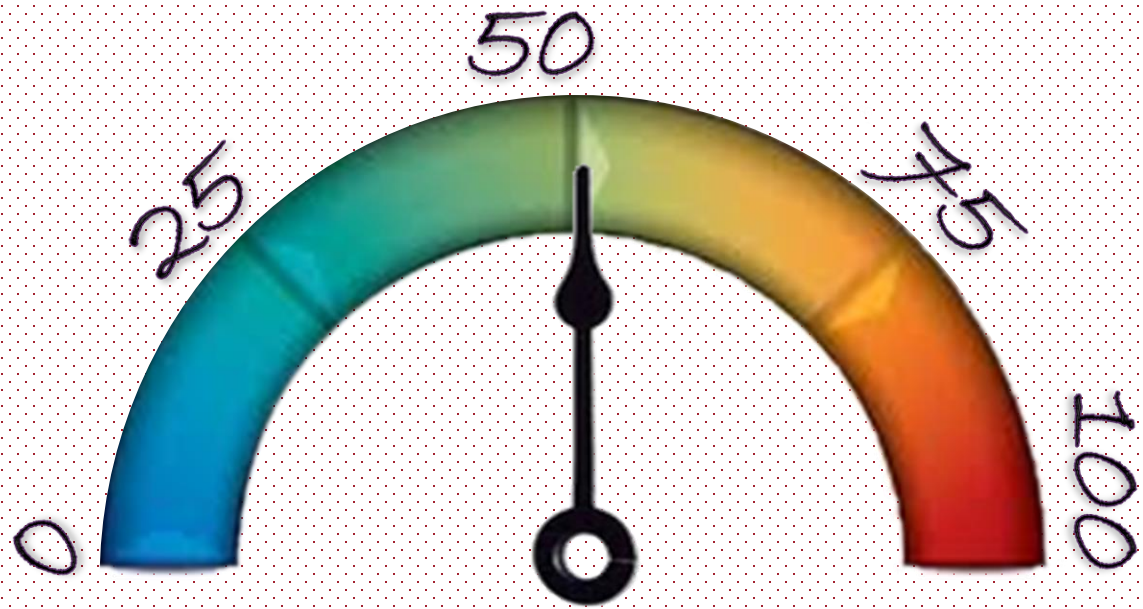
OPEN

- New data. Potential new indication and new patient population



OPENING REMARKS

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



Make Me Care Meter



ORGANIZE

LETRY



What People Remember after a 10 minute Presentation

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



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



Easy to
Understand

Stories/Examples



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



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



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 and it's important. I think the bigger issue is...



Stick to what you know

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



Be authentic

I'm going to need to look into this

UNCLEAR COMMENTS



Ask person to give example or share data/facts




Re-state points to verify what the person is saying

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



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