



**Karen Friedman**

— ENTERPRISES —

CREATING COMPELLING COMMUNICATORS

# ENGAGING and INFLUENCING LISTENERS

**Communicating Your  
Message with Impact**

**E**ngaging

**E**fficient

**E**asy to Understand



**E**ngaging

# VIRTUAL TIPS



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- ✓ 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?**



# YOUR TURN

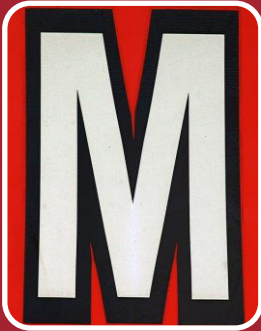




# DON'T BURY THE LEAD



# FRAME THE OPEN



## MSL

- Resource. Medical expert. Background
- Establish credibility



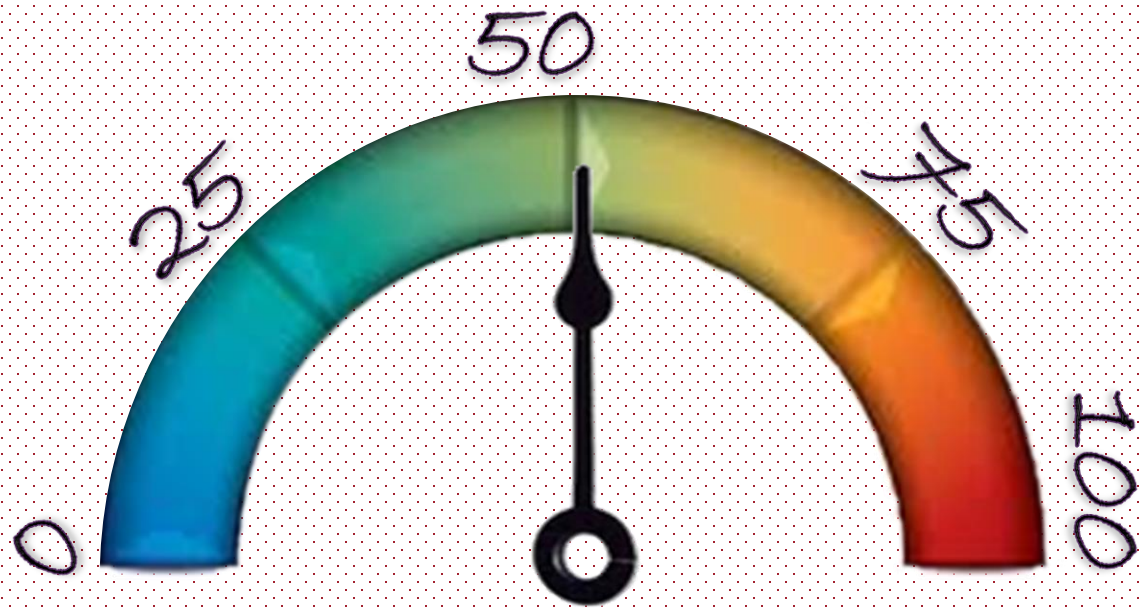
## OPEN

- 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



**E**fficient





**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...”



# S-A-F-E-T-Y

Stories

Analogies

Facts

Examples

Third  
Party

You





# YOUR TURN

Pick a few slides





**E**asy to  
Understand

# Stories/Examples



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





**C-P-R**





# 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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