



Karen Friedman

— ENTERPRISES —

CREATING COMPELLING COMMUNICATORS

ENGAGING and INFLUENCING LISTENERS

**Communicating Your
Message with Impact**

Executive Presence

Managers often say to me,

“

he/she/they are good at what they do,
but they lack executive presence”

Essential elements of executive presence

Gravitas

(how you act)



67%

Communication

(how you speak)



28%

Appearance

(grooming, fitness)



5%

268 executives pinpointed 3 elements

BRAIN DUMP



Engaging

Efficient

Easy to Understand



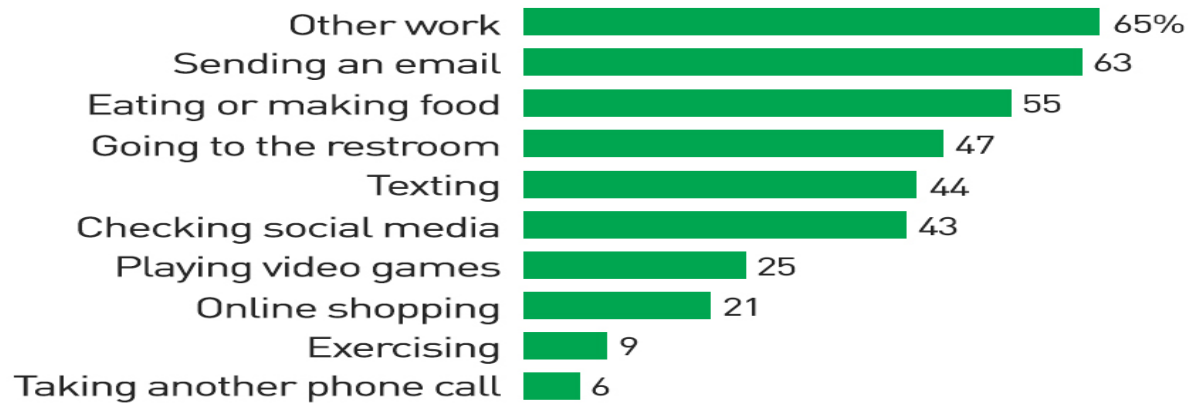
Engaging

99%

**of people multitask in
virtual meetings**



WHAT ELSE ARE EMPLOYEES DOING DURING A CONFERENCE CALL?




Source: Intercall - HBR.org



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

Start at the beginning



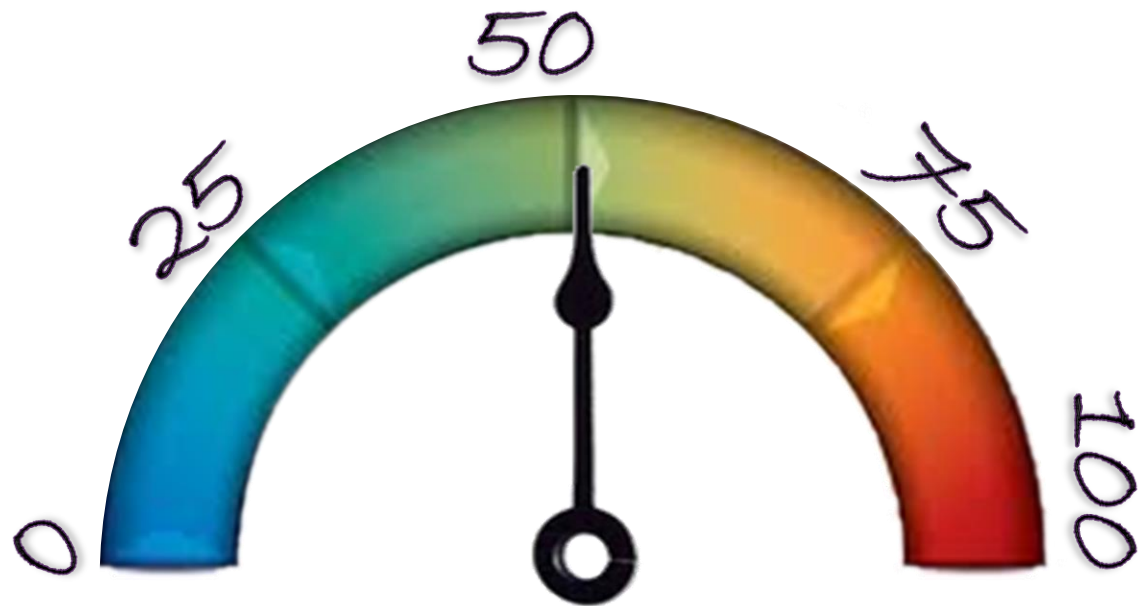
DON'T BURY THE LEAD





OPENING REMARKS

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



Make Me Care Meter



Efficient

WRITE THIS DOWN



- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.

ORGANIZE



What People Remember after a 10 minute Presentation

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



10%



LETRY



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

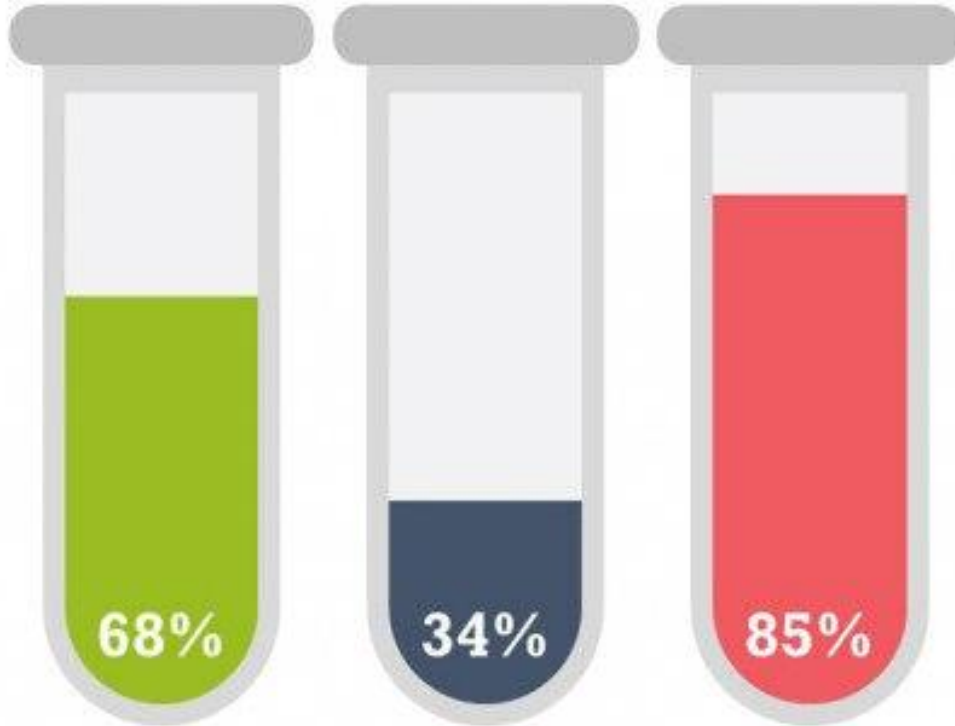
BAD EFFECTS OF DRUGS

- ❑ **You take drugs to avoid or relieve withdrawal symptoms.** If you go too long without drugs, you experience symptoms such as nausea, restlessness, insomnia, depression, sweating, shaking, and anxiety.
- ❑ **You've lost control over your drug use.** You often do drugs or use more than you planned, even though you told yourself you wouldn't. You may want to stop using, but you feel powerless.
- ❑ **Your life revolves around drug use.** You spend a lot of time using and thinking about drugs, figuring out how to get them, and recovering from the drug's effects.
- ❑ **You continue to use drugs, despite knowing it's hurting you.** It's causing major problems in your life—blackouts, infections, mood swings, depression, paranoia—but you use anyway.
- ❑ Damages such as anxiety, melancholy, psychotic outbreaks, as well as induce suicide tendencies.
- ❑ It harms the fetus, if taken during pregnancy.





SCIENCE PHARMA



LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec hendrerit rhoncus ex non feugiat.

LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec hendrerit rhoncus ex non feugiat.

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DELIVER SLIDES

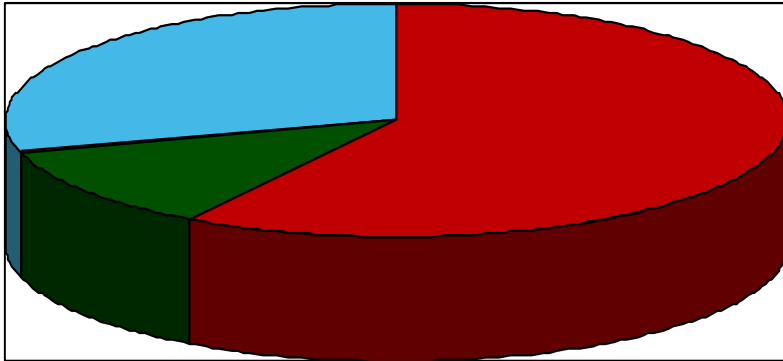
- Most important point first
- 2-3 key supporting points
- Talk, don't read
- Be a director
- Slide follow you
- Practice with/without
- Out loud
- Keep eyes on audience
- Record yourself



Easy to
Understand

WHAT WE REMEMBER

3 hours later:



Tell: 70%

Show: 70%

Show/Tell: 85%

WHAT WE REMEMBER

3 days later:

Tell: 10%

Show: 20%

Show/Tell: 55%



Stories/Examples



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





C-P-R

YOUR TURN

Example. Analogy. Story.



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

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

Pace

Pause

Pitch

Pronounce

Project




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



KarenFriedman.com