



**Karen Friedman**

— ENTERPRISES —

CREATING COMPELLING COMMUNICATORS

# ENGAGING and INFLUENCING LISTENERS

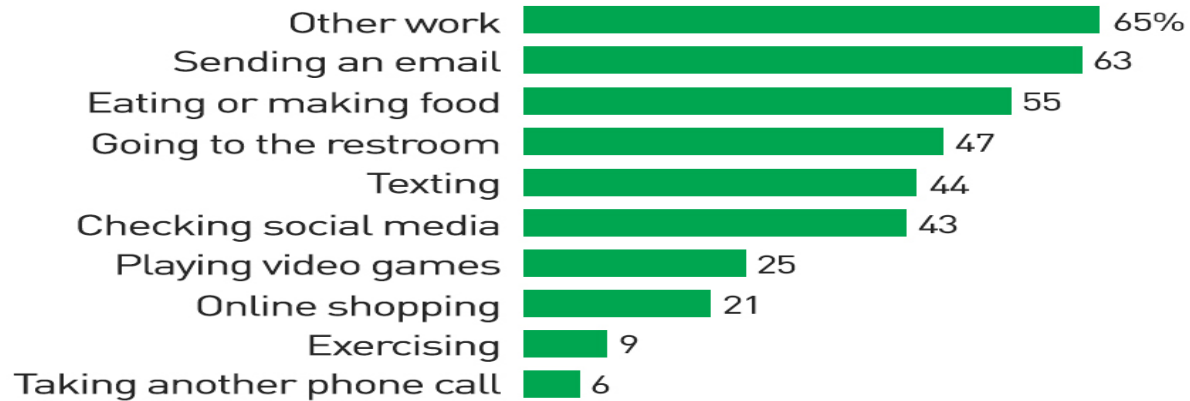
**Communicating Your  
Message with Impact**

**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

# TOP 10 VIRTUAL TIPS

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





- **KNOW YOUR AUDIENCE**

- **Care about?**

- **So what?**

- **W-I-I-F-T**

# **DON'T BURY THE LEAD**

- **Identify listener/ audience**
- **Tell us what you do**
- **1-2 minutes to engage and deliver value**



# DON'T BURY THE LEAD



# YOUR TURN



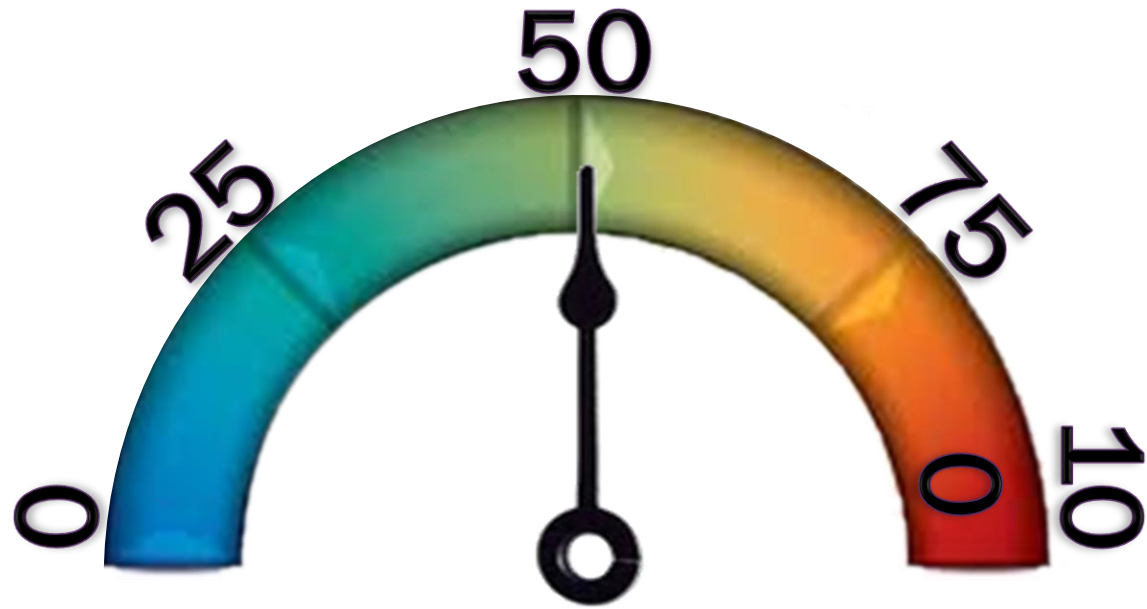
**Write this down**

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



# OPENING REMARKS

- Story
- Example
- Powerful ###
- Strong statement
- Quote
- Rhetorical Question
- Problem/Issue/Challenge



**Make Me Care Meter**



**E**fficient



**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

# **SLIDES**

- **Pick and present slides**





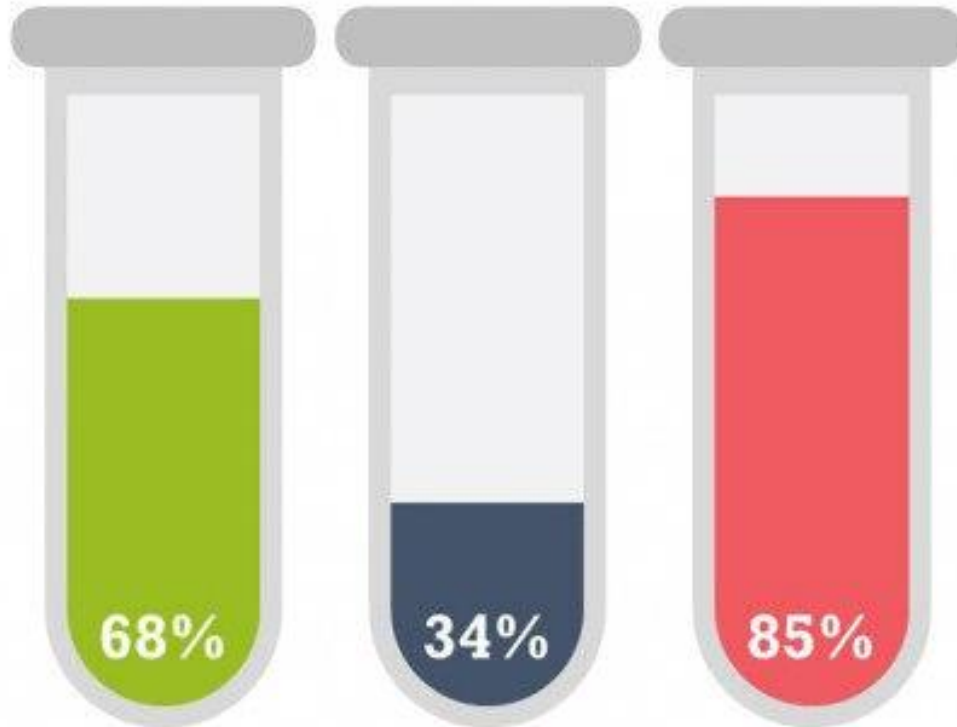
## BAD EFFECTS OF DRUGS

- ❑ **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.

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

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# CREATING SLIDES

- Create content first
- What's the story?
- Title: Headline BIG idea
- 3-5 key points
- Minimize words/maximize pictures
- 2 sets of slides
- Provide details in handout
- Large font/white space



A red speech bubble graphic with a white outline, containing the text 'DELIVERY TIPS'. The bubble has a tail pointing downwards and to the right.

## DELIVERY TIPS

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



**E**asy to  
Understand

# Telling a story



Research shows people are more likely to 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/presentation](http://KarenFriedman.com/presentation)