



Karen Friedman
— ENTERPRISES —
CREATING COMPELLING COMMUNICATORS

VERBAL COURAGE

**Using Your Personal
Style to Impact, Inspire
and Impress**











How do we communicate?



How do we communicate?



How do we communicate?

~~And what if you don't speak?~~
Do you speak up at meetings?
do people talk enough? you say?



Most people admit doing something else while you're presenting

28%

TEXTING



27%

CHECKING
EMAIL



19%

SURFING
INTERNET




17%

SLEEPING



Source: HARRIS POLL

- 
- **KNOW YOUR AUDIENCE**
 - Care about?
 - Relevant to their work
 - W-I-I-F-T

DON'T BURY THE LEAD





OPENING REMARKS

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

Opening Example

1

Vaccines can save your
child's life

2

Diseases like measles
and polio that once
killed thousands of
children have been
eliminated

3

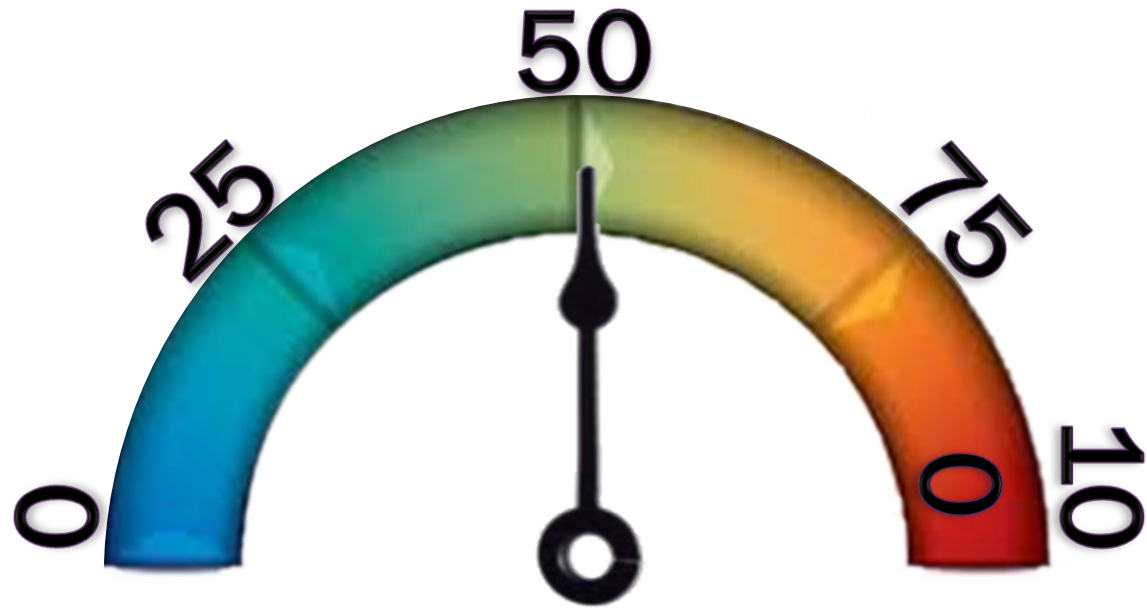
Here at Merck, we have
developed and delivered
vaccines for more than a
century and are
dedicated to protecting
people around the world

“WE offer fertilizer that will help your flowers grow big and bright”



“YOU will grow bigger brighter plants that need less watering”





Make Me Care Meter

DON'T BURY THE LEAD

YOUR TURN

- **Pick a scenario**
- **ID key messages**
- **Report out**

YOUR TURN



Write this down

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



Question 1

How long does it take before listeners tune out?

a) 10 seconds

b) 1 minute

c) 10 minutes

d) 5 minutes

Re-engage People Every 10 minutes

Audience
Re-engage
10 min
Party Expert
Sharing experiences



NEW EXPENSE LOG SYSTEM

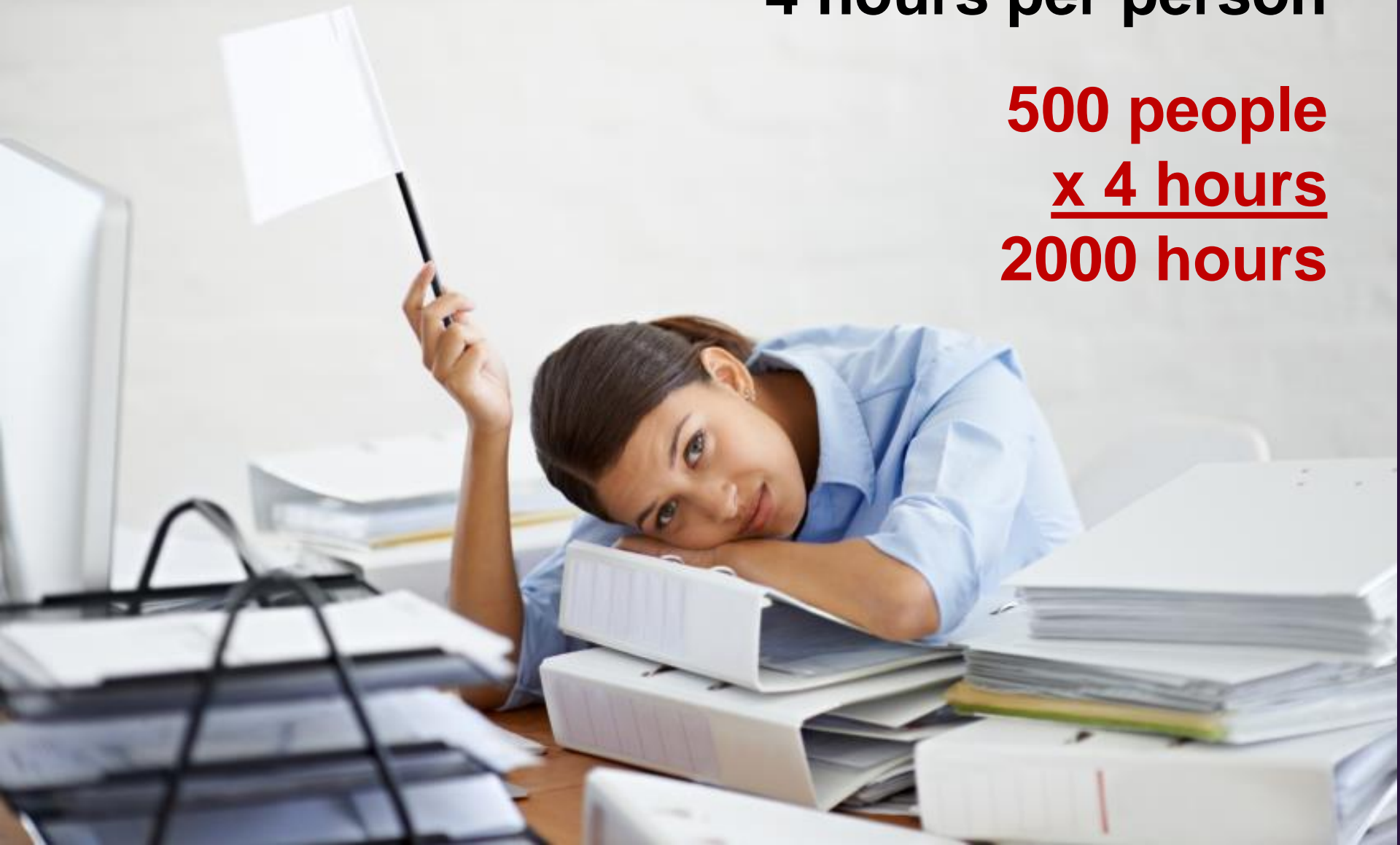
- **I want to talk to you about a new way we want to log expenses.**
- **First I'm going to take you through the program and then I will show you how you would be able to enter your receipts. When entering a receipt, you would first click here on the upper right hand side of your screen which brings up a box.**
- **When you open the box, you'll see another screen. It's complicated at first, but once you use it, it will get easier.....**

why do I need to learn all of this?

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**



ORGANIZE

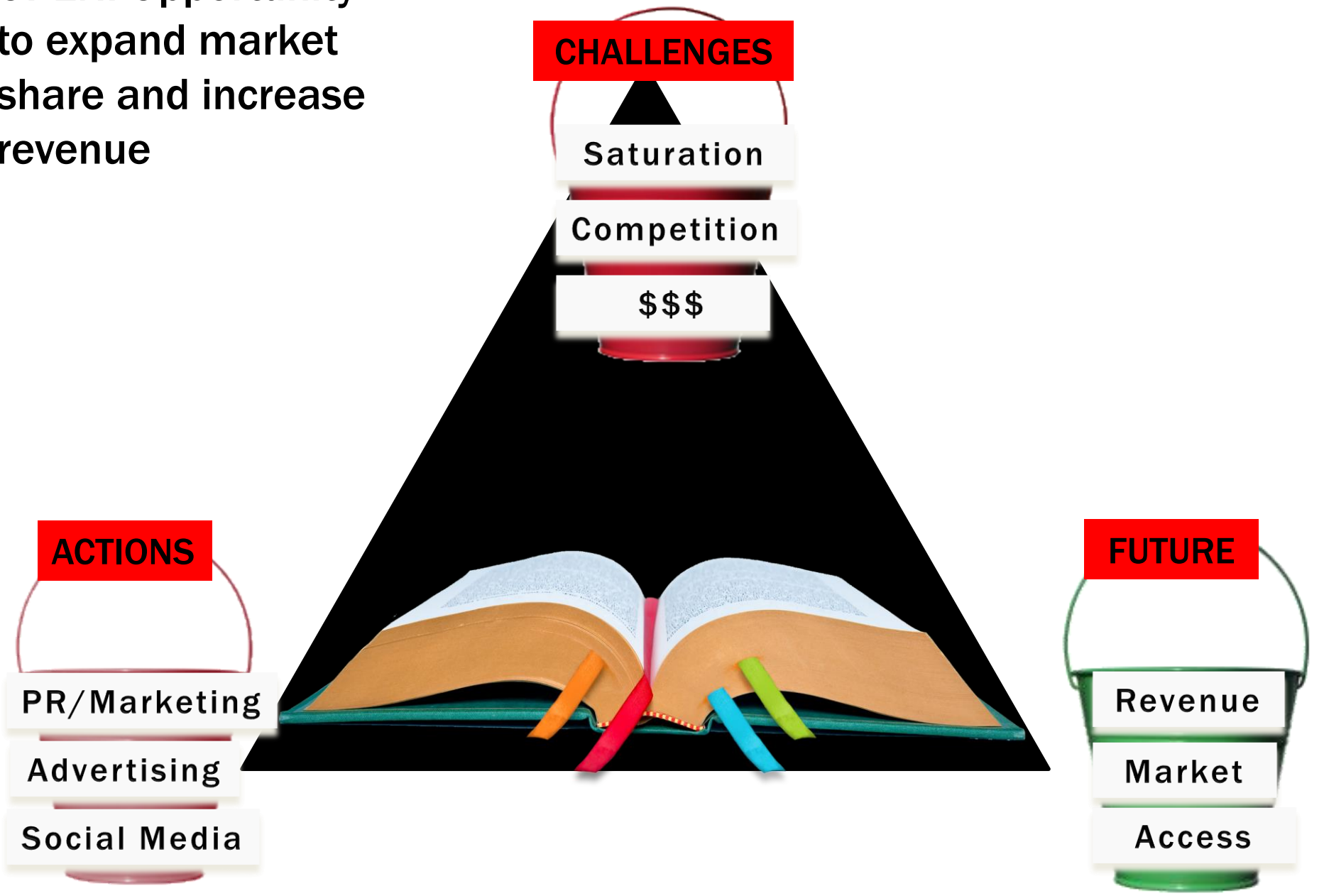




STORY



OPEN: Opportunity
to expand market
share and increase
revenue





Marrying Messages

- **This is important because**
- **What this means is**
- **The reason this is significant**
- **The results are encouraging because**
- **Here's what's key**
- **What we found interesting**
- **Let me draw your attention to**
- **Here's what you need to know**

BUILD THE TRIANGLE

YOUR TURN

- **Pick a scenario**
- **Create triangle**
- **Ask ?/Marry messages into answers**



*WHAT MAKES
A MESSAGE
STICK*

Program at Stanford University

Students presented a one minute speech that contained 3 statistics

Only



remember
a single
statistic



Telling a story



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



C-P-R

C-P-R

YOUR TURN

- **ID Message**
- **Share story/ example**
- **Report Out**

Executive Presence

Managers often say to me,

“

he/she is 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

Pace

Pause

Pitch

Pronounce

Project





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