



Karen Friedman
 — ENTERPRISES —
 CREATING COMPELLING COMMUNICATORS

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Media and Interview Training
 Presentation and Public Speaking Skills
 Message Development
 Meeting Preparation
 Executive Communications Coaching
 Keynote Speaking
 Facilitating/Hosting Corporate Events
 Consulting



7 STEPS TO CONNECTIVE COMMUNICATING

Communicating is not about talking. It's about connecting.
 Apply these simple proven techniques to connect with groups of all sizes

<h2>1. WHAT'S THE STORY?</h2>	
<p>Be clear about the story you want to tell. If you could sum up the story in one key thought, what would you say? What do you want your listener to remember in 3 hours or 3 days?</p>	<p>What can you say that only you can say? Draw on your experiences to own the story Speak from the heart to make others care</p>
<h2>2. WEAR THEIR SHOES</h2>	
<p>Until you talk about something that affects your audience, you will not have their full attention. Frame what you want to say from their perspective to marry your messages to what they care about.</p>	<p>What does this mean to them? Why should they care? What's the so what?</p>
<h2>3. YOU HAD ME AT HELLO</h2>	
<p>Most people remember what they heard first and last so it's important to capture attention quickly and give people a reason to listen as soon as you start talking. Know your opening words in advance so you can set the stage and frame the conversation.</p>	<p>Share a story, anecdote or example Think headline; don't bury the lead Talk, don't read or memorize</p>
<h2>4. TALK TO GRANDMOM</h2>	
<p>If you were talking to your grandmother, how would you explain it to her? By eliminating jargon and speaking simply, you will be easier to follow and understand. Instead of getting frustrated or annoyed, think of communicating as an opportunity to share, educate, motivate and inform.</p>	<p>Less is more Explain technical facts in non-technical terms Anticipate questions and think through answers in advance</p>

WHEN REPUTATION MATTERS