



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

(continued ...)

5. PAINT THE PICTURE

Figure out how the facts and information bring relevance and value to your listener. Strengthen your message by supporting details with examples, stories, anecdotes and visual images that leave a lasting impression.

Humanize and personalize information
 Use adjectives and colorful descriptions
 Help them understand how they are affected

6. THE PS APPROACH

PS stands for problem solving. Help them understand the scope of the problem and how it affects them so everyone is on the same page and your recommendation means more.

Common Misperceptions:
 If I understand it, everyone understands it
 If I know it, they know it

7. PASSION MAKES PERFECT

If you want to have presence, then be present. That means delivering your message with energy and passion to make people care. If you're not excited about what you're saying, why should they be?

Use your hands
 Look people directly in the eye.
 Speak to the back of the room

“ Effective communication is **20%** what you know and **80%** how you feel about what you know. ”