



Karen Friedman

— ENTERPRISES —

CREATING COMPELLING COMMUNICATORS

ENGAGING and INFLUENCING LISTENERS

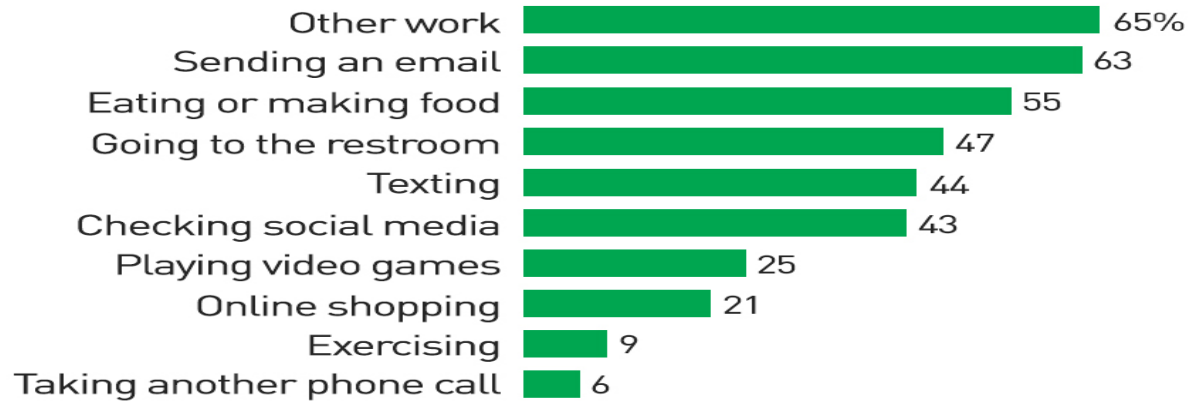
**Communicating Your
Message with Impact**

99%

**of people multitask in
virtual meetings**



WHAT ELSE ARE EMPLOYEES DOING DURING A CONFERENCE CALL? ☎️

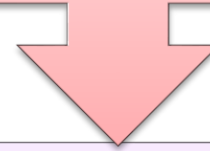


Source: Intercall - HBR.org

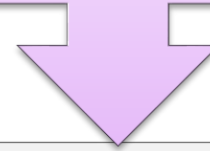




Engaging



Efficient



Easy to Understand




Engaging

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



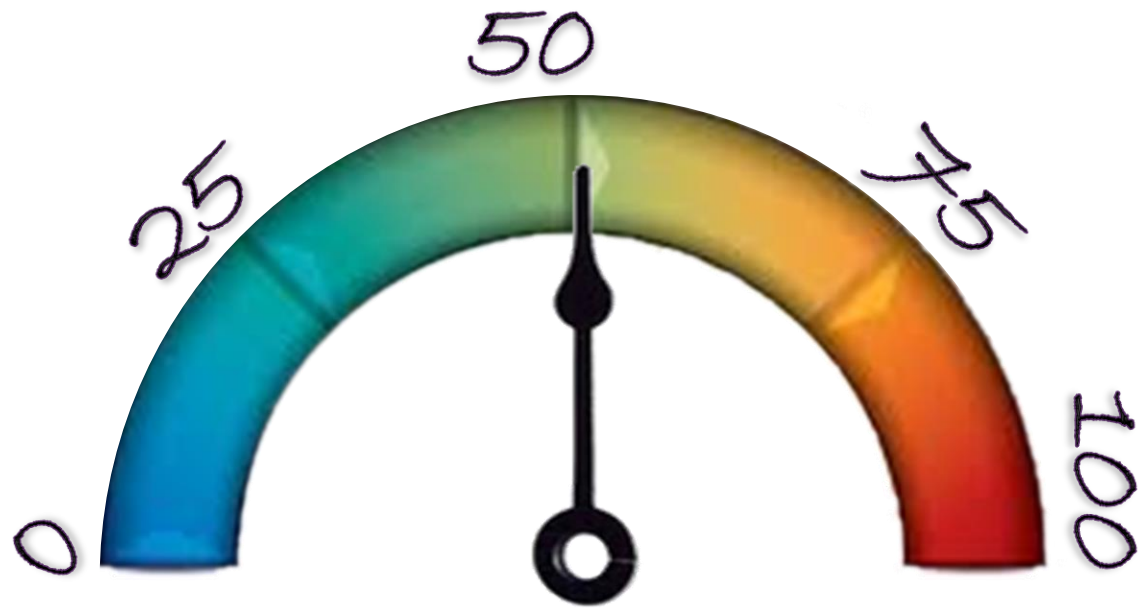
DON'T BURY THE LEAD





OPENING REMARKS

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



Make Me Care Meter



Efficient

ORGANIZE



STORY



What People Remember after a 10 minute Presentation

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



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...”



USE STICKIES

Examples

Analogies

Stories

Third party



Easy to
Understand

Telling a story



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



C-P-R

YOUR TURN



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

Generic built 2000 with several key themes in mind. The features represent enabling technologies that translate into compelling business benefits

Highly Reliable	Enabling Technologies	<ul style="list-style-type: none"> Lower MTBF and greater driver testing Elimination of most reboot scenarios Extensive clustering services Faster system recovery and restart
	Business Benefit	<ul style="list-style-type: none"> Increased user productivity Improved stakeholder experience Improved asset utilization
Easier to Use And Manage	Enabling Technologies	<ul style="list-style-type: none"> Self-healing Self-healing/roaming support Self-healing media, network mgmt.
	Business Benefit	<ul style="list-style-type: none"> Consolidation options Self-healing/roaming support Self-healing media, network mgmt.
Next Generation Web Apps	Enabling Technologies	<ul style="list-style-type: none"> Self-healing Self-healing/roaming support Self-healing media, network mgmt.
	Business Benefit	<ul style="list-style-type: none"> Consolidation options Self-healing/roaming support Self-healing media, network mgmt.

The background of the slide features several thin, curved lines in a light gray color, some solid and some dashed, creating a sense of motion or a modern design. On the left side, there is a large, dark red rectangular area that serves as a container for the title. This area is divided into two horizontal sections: a smaller top section and a larger bottom section. The title 'CREATING SLIDES' is written in white, bold, uppercase letters within the larger bottom section. The text is centered horizontally and has a clean, sans-serif font. The overall layout is clean and professional, with a clear focus on the title and the list of points.

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
- Slide follow you

The background of the slide features several thin, curved lines in shades of gray, some solid and some dashed, creating a sense of motion and depth. On the left side, there is a dark red rectangular area with a white triangular pointer at the bottom, containing the text 'DELIVER SLIDES' in white, bold, uppercase letters.

DELIVER SLIDES

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



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

Don't Know Answer



I don't have enough information to answer your question



Based on what we know today



I don't have the data on hand but will get it to you



Repeat, paraphrase, clarify

Unclear Comments



Ask person to give an example



Share data or facts



Restate to verify what person is saying



Can you elaborate

Person Who Talks Too Much



Reframe comments and direct question to the group



Tell person opinion is valued, want to hear from others as well

INTERRUPTER/OFF TRACK



Listen. Do not react.



Summarize points to let them know they've been heard



Ask how their point relates to subject at hand



Say need to move on and can discuss after meeting



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