



1



2



3

Challenges!

What are YOURS?


I get nervous

It's too long

There's no routine

The message is muddled


It's remote!



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Today's agenda



- 1 Getting your message across
- 2 Preparation is key
- 3 Conquering the jitters

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Activity **How would you open?**

- ❖ Read & speed
- ❖ State the WIFM
- ❖ Change the direction
- ❖ Grab attention

Chatercise
(type your answer in our chat box!)

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Conveying your message 1



- 1 Hook 'em!
- 2 The 4 C's
- 3 WIFM

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GO AHEAD!




Hook 'em!

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Gibberish? Try this with your team!

Brayshol sif ter somorpha
lin lin wappi got zappo!



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Getting your message across

4 C's



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WIFM

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Understanding your audience. Priceless.

82%

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Preparation is key 2


The human brain starts working the moment you are born never stops until you stand up to speak in public.

- George Jessel -

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POLL **Would you rather...**



Speak in front of 500 people

OR



Devour your least favorite veggie

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Don't underestimate it...
**...PREP WINS,
 EVERY TIME!**

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Clarity is key
 and words
matter

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Homework **SWOT Mini-Analysis**

<p>Strengths</p> <ul style="list-style-type: none"> → Advantages → Experience, knowledge → Uniqueness 	<p>Weaknesses</p> <ul style="list-style-type: none"> → Disadvantages → Gaps → Trust 	<p>Opportunities</p> <ul style="list-style-type: none"> → Strategic alliances → Education → Innovation 	<p>Threats</p> <ul style="list-style-type: none"> → Loss of alliances → Competition → Price increases
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ways to set
the tone

- 1 Think about the story
- 2 Get organized
- 3 Settle on a topic
- 4 Decide on a style
- 5 Edit, edit, edit
- 6 Rehearse relentlessly!

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Conquering the jitters 3



If you've got 'em...

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Apply a little
stagecraft

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Telling the story...



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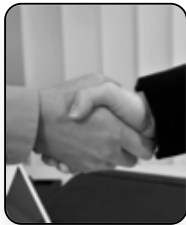
Owning the room

What is it?



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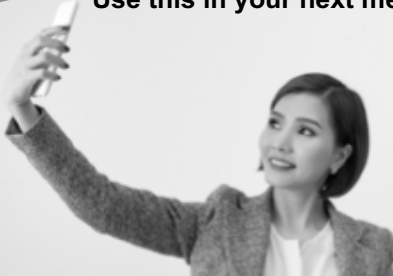
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Activity Use this in your next meeting



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No-fail tips

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Mind your (body)language

			
Nonverbal communication	Eyes, voice	Method - email, phone	& smile!

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Put it on the wall!

Know your audience

DYH!

Consider your hook

Tell the story

Rehearse x3

What you can do today

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Think about it...

What is your biggest takeaway?

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BE INFLUENTIAL

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