

# Communicating with Confidence:

How to improve your speaking skills and become more persuasive from teammates to senior executives.



<https://bit.ly/3AkX88p>



# Who we are:



# Today, we're talking about...



How to improve your communication and presentation skills (verbally and non-verbally)

How to become a more impactful leader by using emotional intelligence and active listening



How to manage messaging, even when it's bad news or when crises

# Why is public and presenting speaking so scary?



**slido**



**How do you feel when communicating up or out?**

ⓘ Start presenting to display the poll results on this slide.

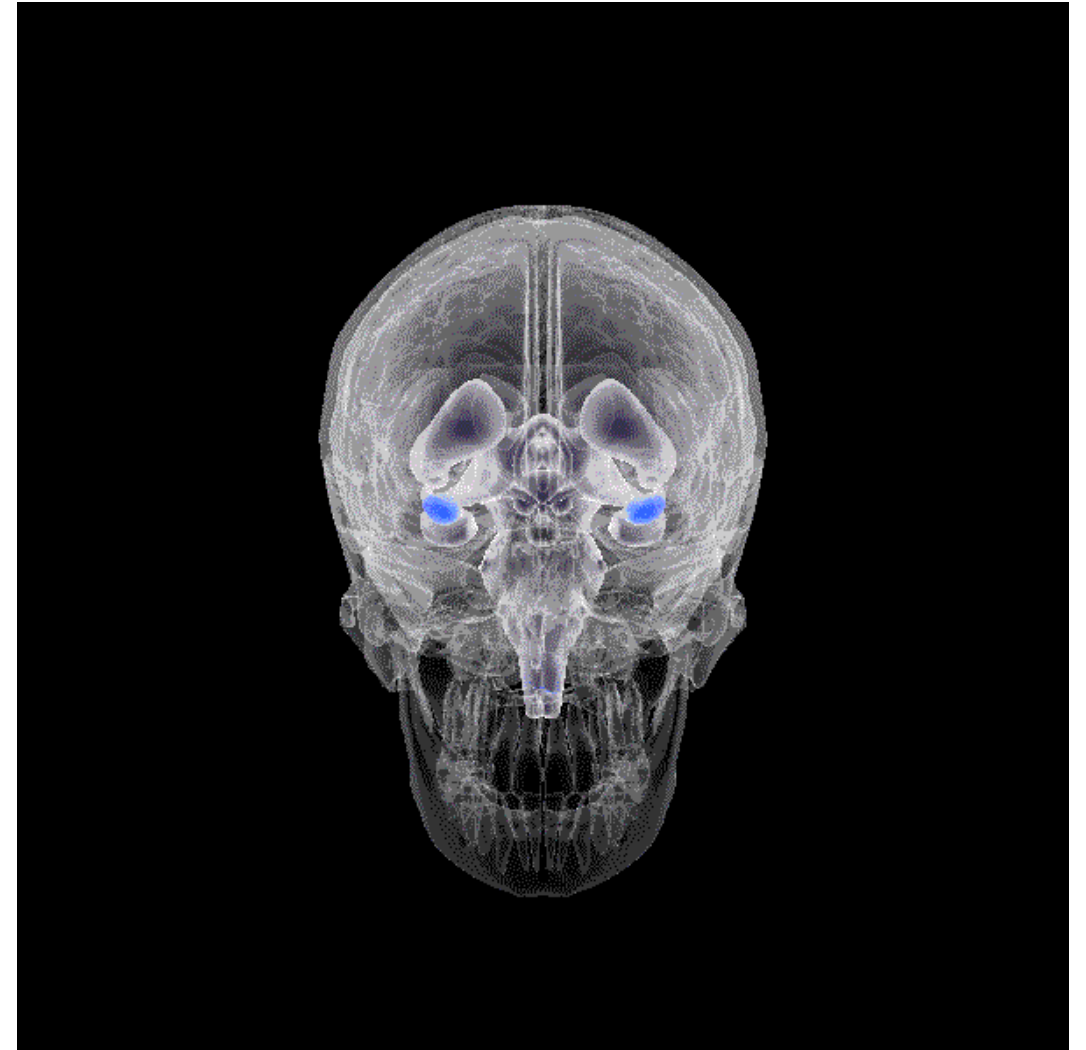
# Beware of negative or self-limiting beliefs

- My ideas aren't worthy enough.
- I don't think well "on my feet".
- I don't have the authority.
- I'm afraid people will criticize me.
- The information needs to be perfect.
- More important people are present.



# Your amygdala is designed to protect you

- Your amygdala tells our brain how to process stimuli.
- Being afraid or anxious is totally NORMAL!
- Glossophobia (fear of public speaking) affects up to 75% of the population. - Ali Syed, Osmosis.org



slido



**What is your current confidence level presenting internally?**

ⓘ Start presenting to display the poll results on this slide.



# Next Level: Why should you become a compelling speaker?

- Improves collaboration: Helps to inspire and motivate others to get jobs done.
- Keeps your audience engaged so you effectively communicate the right messages.
- Helps you gain confidence in many areas of your life.
- Improves management and leadership and helps to boost your presence as an influencer.



# Activity: Fears & self-limiting behaviors

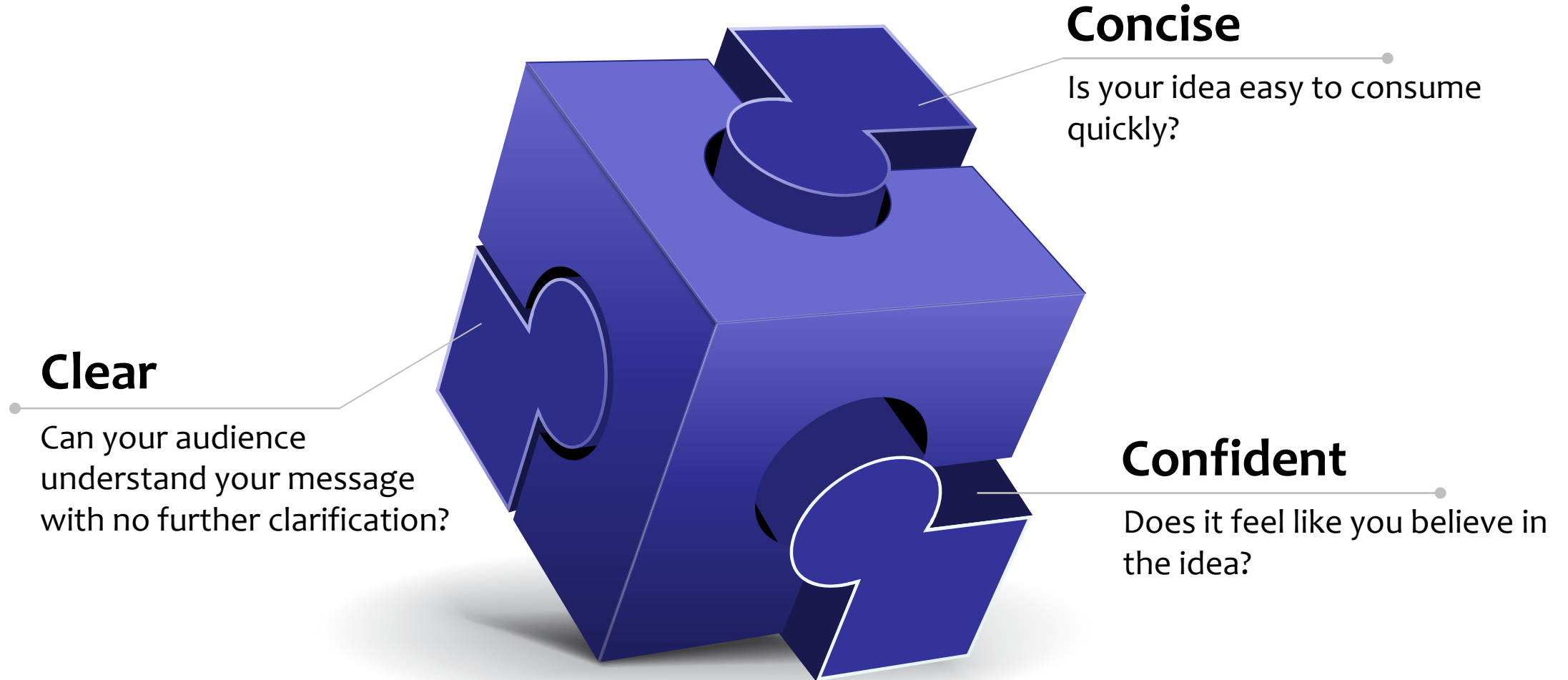


1. List your challenges or growth areas.
2. Write your top one(s) on a sticky.
3. Classify each as:
  1. Fear of rejection or embarrassment
  2. Lack of confidence or inferiority
  3. Fear of conflict

# Develop effective communication patterns



# Three keys to effective communication



# Identify your desired outcome



# Activity: Proposing a seating change



**From: Daily Traditional Hoteling**



**To: Monthly Team Workspaces**



# Refine your message until you run out of time

Three options and a recommendation

- State the decision
- Give 2-3 options
- Present your recommendation
- Push for your desired outcome





## Refine your message until you run out of time

- Ph.D. dissertation method
  - Provide a concise overview
  - Add critical supporting facts
  - Include details in the appendix to reinforce your conclusions



# Refine your message until you run out of time

- Never let someone come to their own conclusion.
- Tell them how to interpret the data and what action is needed.

Total Weighting (must equal 100%) = 100%		Category Weighting (must equal 100%)				Key		
		30%	40%	20%	10%	Reward >75%	Improve 50-75%	
Business Capabilities	Total Number of Apps	Number of Apps Not Managed by IT	Business Value	Technical Health	End-User Perspective	Total Cost of Ownership	Overall Score (5-point scale)	Grouped Score (5-point score quartiles)
		Remediate 25-50%	Critical Need 0-25%					
Enrollment	Hide	1	2.77	3.07	3.20	4.15	3.11	62%
Eligibility		1	1.89	2.86	2.17	3.21	2.46	49%
Service Management		1	2.75	3.36	3.44	4.56	3.31	66%
Service Reporting		1	2.57	3.07	3.13	4.08	3.03	61%
CRM		1	2.75	3.36	3.44	4.56	3.31	66%
Fraud Management		0	3.00	2.82	3.33	4.15	3.11	62%
Corporate Operations		0	3.58	3.71	3.44	3.88	3.64	73%
Finance		0	3.06	4.05	3.08	4.25	3.58	72%
HR		0	3.58	3.71	3.44	3.88	3.64	73%
IT		0	4.54	4.43	4.63	4.56	4.52	90%

Source: Info-Tech Research Group [Application Portfolio Management Foundations](#)

# Activity: Proposing a seating change



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**To: Monthly Team Workspaces**



# Use emotional intelligence and active listening



# 8 Tips for Active Listening



# Develop rapport by matching & mirroring



- Body language
- Speech rate: speed and tempo
- Volume of speech
- Tonality and emotion
- Keywords

# Activity: “Yes, and...”



- Listening is crucial because you need to be present and in the moment.
- Start a conversation with a partner.
- You must hear what your partner says, then start with your response with “Yes, and ...”.

# Build Confidence



Studying, simulating, practicing until responses become automatic—astronauts don't do all this only to fulfill NASA's requirements.

Training is something we do to reduce the odds that we'll die.”

— Chris Hadfield, [An Astronaut's Guide to Life on Earth](#)





# Principles of Servant Leadership

- **Empathy:** Understand and share the feelings of team members and customers. Assume the good with instill loyalty and trust.
- **Awareness:** Care about employees. Be aware how decisions affect others.
- **Culture:** Build a community where employees and customers thrive.
- **Engage:** Collaboration over contract negotiation.
- **Conceptualization:** Focus on the big picture and outcome.
- **Growth:** Care passionately about the personal and professional growth of team members.

# Invest in storytelling

- Generate ideas, take a unique “spin”
- Organize your material
- Research your content
- Connect emotionally and prove rationally.
- Practice deep breathing, visualization and positive self-talk.

# Story Telling Activity – Describe a time when you felt accomplished in your personal or family life

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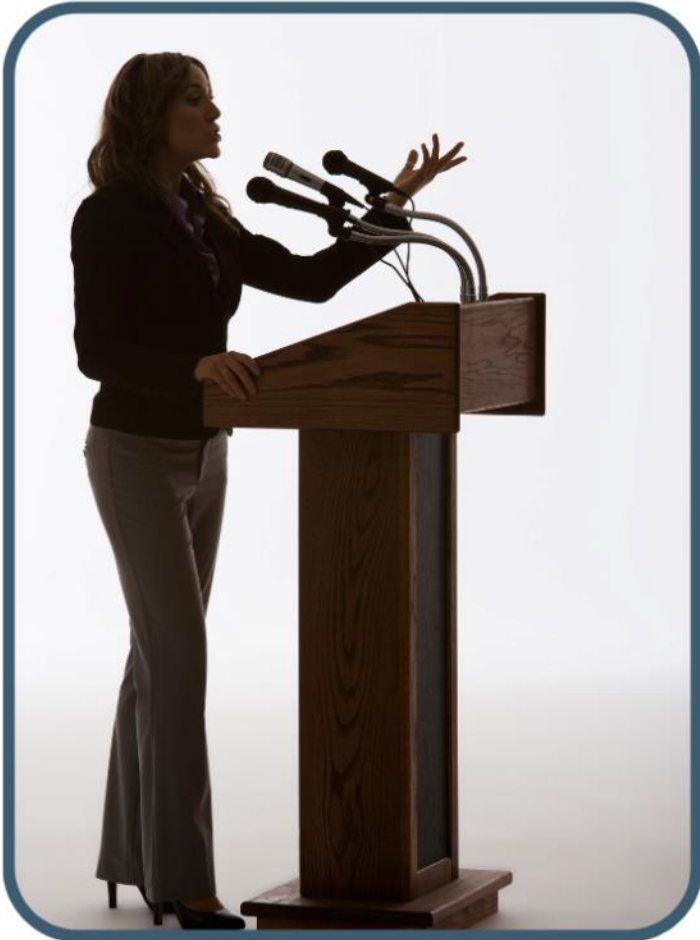


# Story Telling Activity – Describe a time when you felt accomplished professionally

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# Practice makes perfect



- Every speaker is nervous. It's totally normal! Turn energy into enthusiasm.
- Know your audience. It's about THEM, not you.
- Plan, prepare, practice, passion.
- Record yourself (video/audio)
- Study other speakers
- Let your personality shine.
- Don't read unless you have to.

# Set the tone to reinforce your value and leadership



How do  
people see  
YOU?



Personal brand is what  
people say about you  
when you leave the room.

- Jeff Bezos, Founder, Amazon.com

# Each interaction is an opportunity to build your brand

## Activity:

1. Define your brand goal.  
How would you like to be perceived?
2. List how you could shift your communication to support your goal.
3. Practice storytelling.



## Hoteling to Team Workspaces





# Improve Your Communication Skills



# How to improve your communication – Non-verbally

- Stand straight/shoulders back
- Open body stance
- Gestures to emphasize words or data.
- Subtly maintain eye contact
- Smile!



# Successful presentations include:



Tools, props and visuals help you stay on track and add to the story:

- Agenda/introduction
- Slides/notes
- Strong visuals: Canva.com
- Less text per slide
- Key takeaways

# Keys to good storytelling

- Be concise.
- Create an emotional connection.
- Find the “What’s in it for me” to the audience.



# Exercise: Practice storytelling



- Using the provided scenario, find examples where you can tie your experience into the topic.
- At least two people need to share a short story or article reference related to the topic.
- Group discussion: How can we tie this into everyday conversations or turn this into a formal presentation?

# Manage Messaging – Even in a Crisis



# The importance of managing messages

- Reduces conflict: Many conflicts arise due to ineffective communication tactics which leads to misunderstanding.
- Increases engagement & productivity: Keeps open lines of communication between team members, and other stakeholders (Board members, clients etc.)
- Fosters a healthy and accepting environment where all employees feel equal and understood.
- Communication is a major component of trust and ensures everyone is of the same understanding in terms of the expectations and duties of the team.

# Corporate structure

Make decisions for the entire organization

Execute out goals and priorities set by management

Work with customers and end- users

Executives  
& Board  
Members

Management

Front Lines





# Managing messages UP – to senior leadership



- Clear and concise: Be easily understood, short & to the point.
- Be factually accurate: Use data to support new ideas, focus on strategy and revenue.
- Be prepared for questions

**Discussion:** What's most important to effective communication when messaging up?



# Managing messages **ACROSS** the organization



- Communicate both UP and DOWN.
- What are the key drivers for the organization's success?
- What messaging do they need to provide?
- Can you help them inspire and motivate their team members?
- Help improve decision-making and delegating.

**Discussion:** What's most important to effective communication when messaging across?



# Managing messages across and down – to team members



- Understand the best communication channel to reach them.
- Recognize and reward their individual contribution.
- Empower teammates to make decisions (when possible), ask for feedback and value their opinions.

Harvard Business Review, 87% of respondents feel their companies will achieve more success when the frontline staff is empowered to make on-the-spot decisions

- Foster an inclusive and collaborative team culture.

**Discussion:** What's most important to effective communication when messaging up?



# Let's recap:



How to improve your communication and presentation skills (verbally and non-verbally)

How to become a more impactful leader by using emotional intelligence and active listening



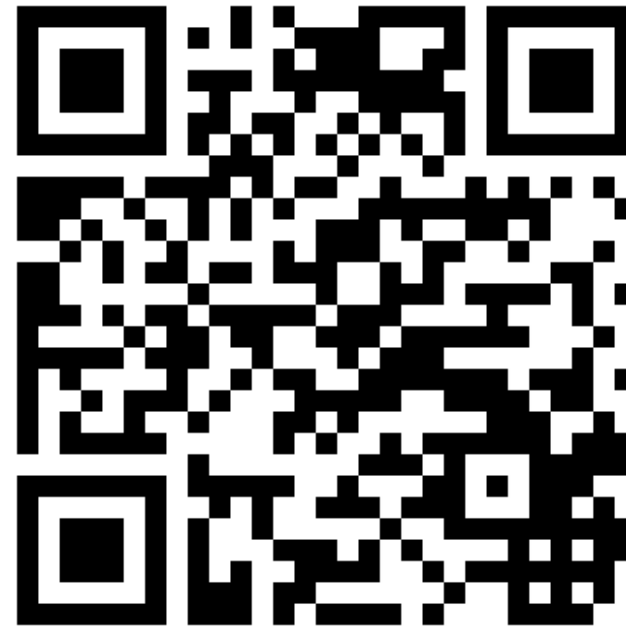
How to manage messaging, even when it's bad news or when crises

# Let's connect

Hans Eckman



Leslie Hughes



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[www.linkedin.com/in/leslie-hughes](http://www.linkedin.com/in/leslie-hughes)

# Effective Crisis Management





# Mental States in a Crisis

- Uncertainty: People have questions
- Fear, hopelessness, helplessness:
- Denial
- Stigmatization & “finger pointing”



# Six Principles of Crisis Management

- The CERC manual begins by defining six principles of effective crisis and risk communication.
  - Be first
  - Be right
  - Be credible
  - Express empathy
  - Promote action
  - Show respect



# 7 Cardinal Rules of Risk Communication

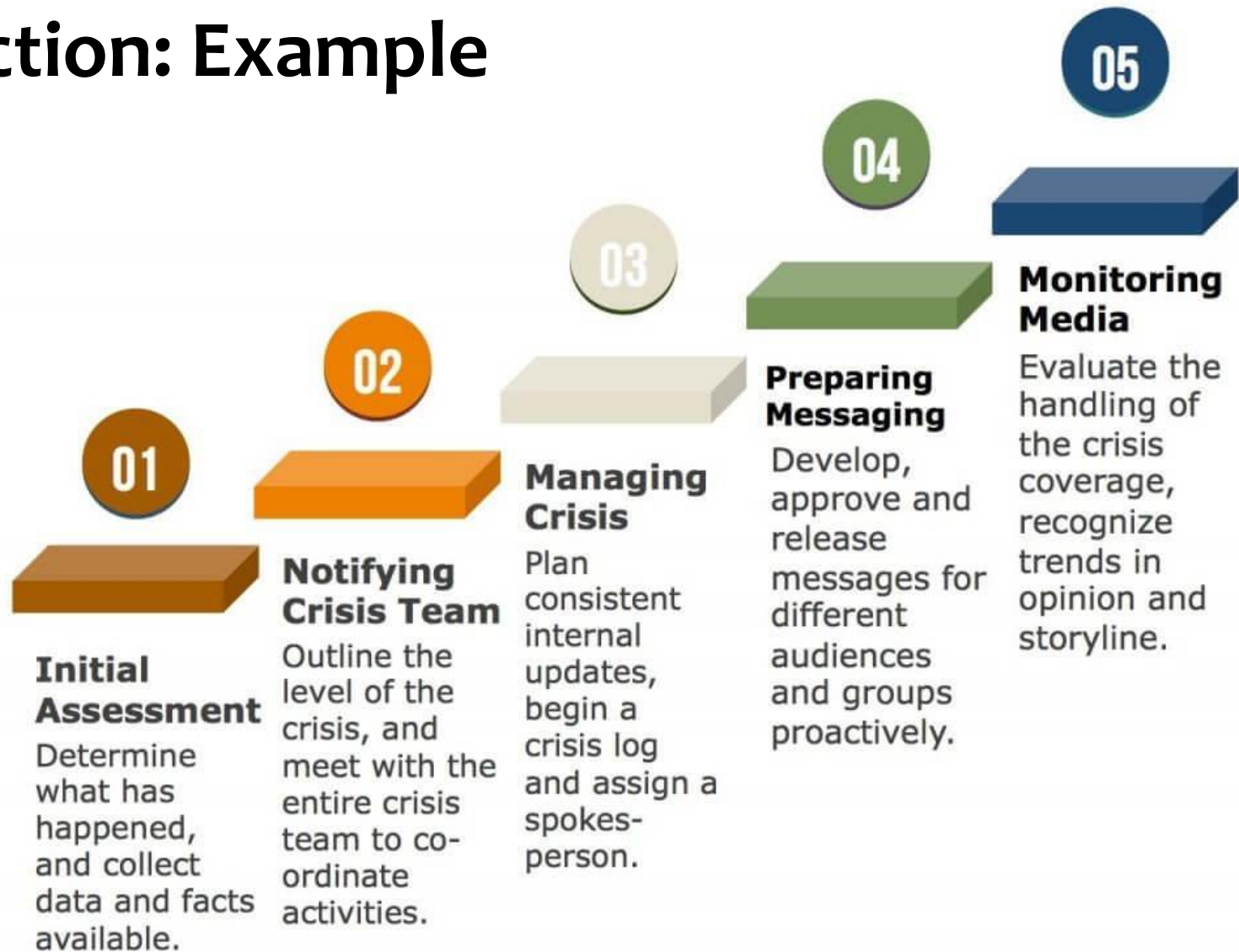
1. Accept and involve the public as a legitimate partner
2. Listen to the audience.
3. Be honest, frank and open.
4. Communicate and collaborate with other credible sources.
5. Meet the needs of the media
6. Speak clearly and with compassion.
7. Plan carefully and evaluate performance.

# 5 Ways To Be Proactive & Be Ready

1. Ensure all your staff are educated about your policies and they recognize that even in their non-working hours, they are brand representatives of your company. TRAINING STAFF MITIGATES RISK
2. Empower your employees who deal with customer service issues to be able to handle certain complaints (within reason). This may simply be a training session encouraging your staff to respond with empathy and acknowledge the complaint has been heard.
3. Listen to your customers and monitor your reputation. Document resolutions and learn from them.
4. Hire the right people and train your staff to put customer service first.
5. Implement Social Media Policies and Procedures: assess your risks, challenges and possible situations.

# Plan of Action: Example

Post-crisis evaluation



Pre-crisis preparation

<https://napoleoncat.com/blog/social-media-crisis-management/>

# Step #1: Initial Assessment

- What happened?
- Who is involved?
- When did you first learn about the issue?
- Where is the event unfolding?
- How urgent is it?
- What will happen if nothing is done?

## Step #2: Notify the team

- C-suite Executives, Human Resources, Legal, Marketing
- Assign priorities: who needs to be contacted?
- Do you already have an assigned spokesperson?
- Have they had media training to speak to reporters or on camera?
- What is the authority of the media representative?

## Step #3: Manage the crisis

- Focus on getting the right message across quickly.
- How will your team stay updated on what's happening?
- Prepare a holding statement:
  - Confirms details of event
  - Expresses what company is doing
  - Highlights when you plan to release additional details
- Draft questions, answers, resolutions for potential scenarios.

# Step #4: Prepare the message

## Press Release

1. Headline
2. Lead or “hook”
3. Include a quote
4. Context/background

Max Litter  
Catbrella Inc.  
1-800-MeowNoMore  
max@catbrella.com

FOR IMMEDIATE RELEASE: 10/30/16

### 1 Catbrella Inc. Celebrates Their Tenth Twitter Follower *Customized Cat Umbrella Company Experiences Rapid Growth on Twitter*

**Boston, MA:** Today, Catbrella Inc., a custom umbrella company specializing in umbrellas for cats and kittens, announced that they have reached 10 followers on the social media platform Twitter. After creating a Twitter account two years ago using the handle @catumbrella, Catbrella is seeing a return on its Promoted Tweets with their follower base reaching an all-time high this morning. Catbrella's tenth follower is @kittenhatz, who tweets frequently about cat couture. 2

Of the company's recent Twitter success, Catbrella CEO Max Litter said, "Reaching 10 Twitter followers this morning has been one of my proudest moments in my 20 years at Catbrella. We have a pretty niche offering and adapting to the digital age has really helped us increase our reach; ten years ago, @kittenhatz never would have heard of us. I couldn't be more elated. Who knows, this time next year we could have 30 followers." 3

To gain this momentous following, Catbrella planned and executed the following tactics:

- After deciding, based on gut instinct, that Promoted Tweets were far easier to leverage than organic content, Catbrella allotted \$500.00 to Twitter in their social media budget.
- By using phrases like 'The purr-fect way to stay dry' and 'Next time it rains, paws and think' in their tweets, Catbrella was able to optimize the 140-character limit. 4

**About Catbrella Inc.:** [Catbrella Inc.](#) is a cat umbrella company based in Boston, MA. Founded in 1982, Catbrella has designed, produced, and distributed over 2 million custom umbrellas for various types of cats and kittens. Catbrella was voted Most Innovative Company of the Year in 2007 by the Feline Business Awards. 5

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# Step #4: Prepare the messages

Monitor the message and use feedback to loop back as needed.



Post-crisis evaluation

Pre-crisis preparation

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