

**KPE**  
**Karen Friedman**  
 CONSULTANT

Karenfriedman.com  
 karen@karenfriedman.com  
 810-292-9780

**How do we communicate?**

Do you's pour up in meetings?  
 do people even hear what you say?

**1/2 work week in meetings**

**How do we communicate?**

- Shy
- Lack self confidence
- Ideas shot down
- Confrontation
- Perceived negatively
- Can't think on feet
- Need more time to prepare
- Interrupted
- Tough to cut in
- Intimidated
- Too new
- Afraid of being wrong

**Top 3 Female Weakness**

Overly emotional  
 Too long to get to point  
 Not authoritative: weak words

Research: Carol Kinsey Goman

**PURPOSE**

**POWER**

**PRESENCE**

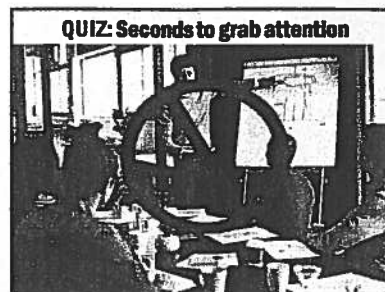
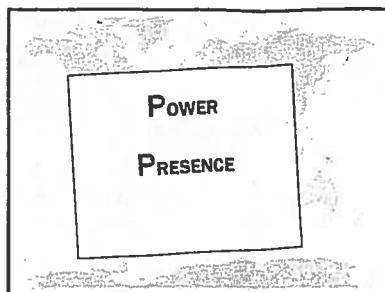
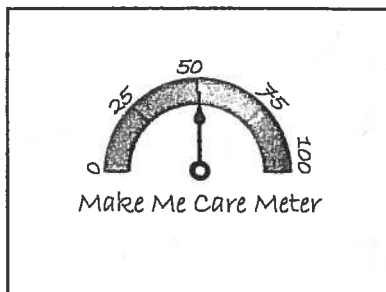
TELL ME MORE

TELL

ME

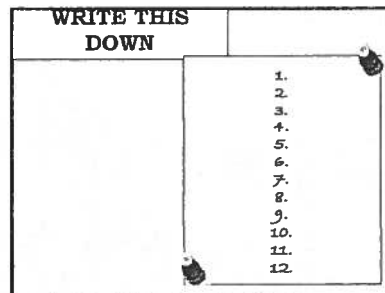
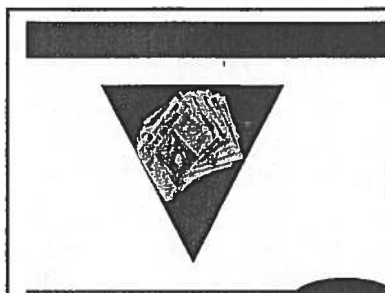
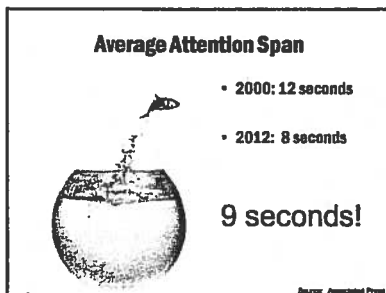
MORE

What is the so what for them  
Why would they  
care abt. what you say?



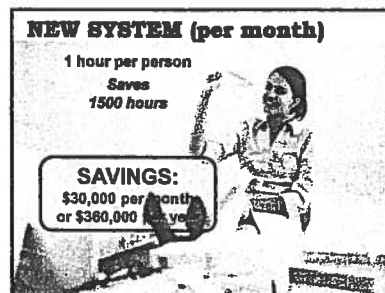
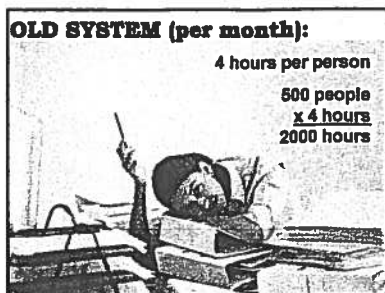
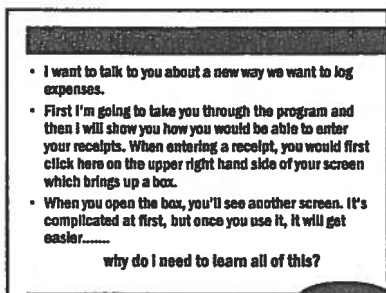
Are you communicating value.

We don't have to  
communicate it

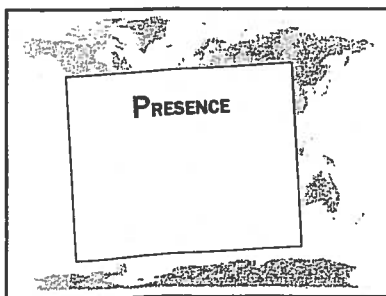
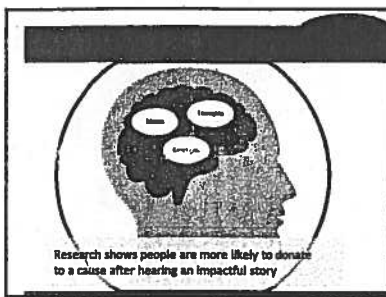
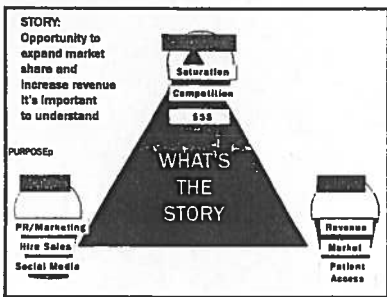
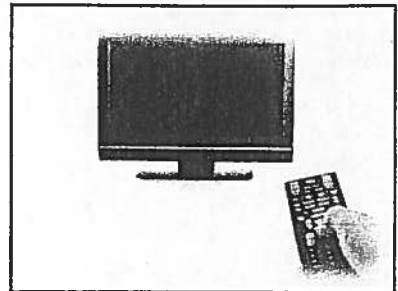


↓ less than a  
goldfish.

choose good order  
Start. Don't buy  
the coal,



HCBKAV



Managers often say to me,

“he/she is good at what they do but they lack executive presence”

**Gravitas**  
(How you walk)

**Communication**  
(How you speak)

**Appearance**  
(How you dress)

268 executives pinpointed 3 elements

**WIMPY WORDS**

- Wimpy Approach**
  - I think...we might...maybe
  - We're confident, optimistic, we expect
- Apologies/Excuses**
  - This might work, don't you agree?
  - How are the facts to support
- Maybe I'm not sure**
  - Maybe, maybe, I think, I guess, sort of, um, uh, like, ya know, just
- Pretend**
  - His speech, jargon, gobbledegook

- Pace
- Pause
- Pitch
- Pronounce
- Project
- Practice out loud

