

Executive Presentation

The Art of Communicating Purposefully



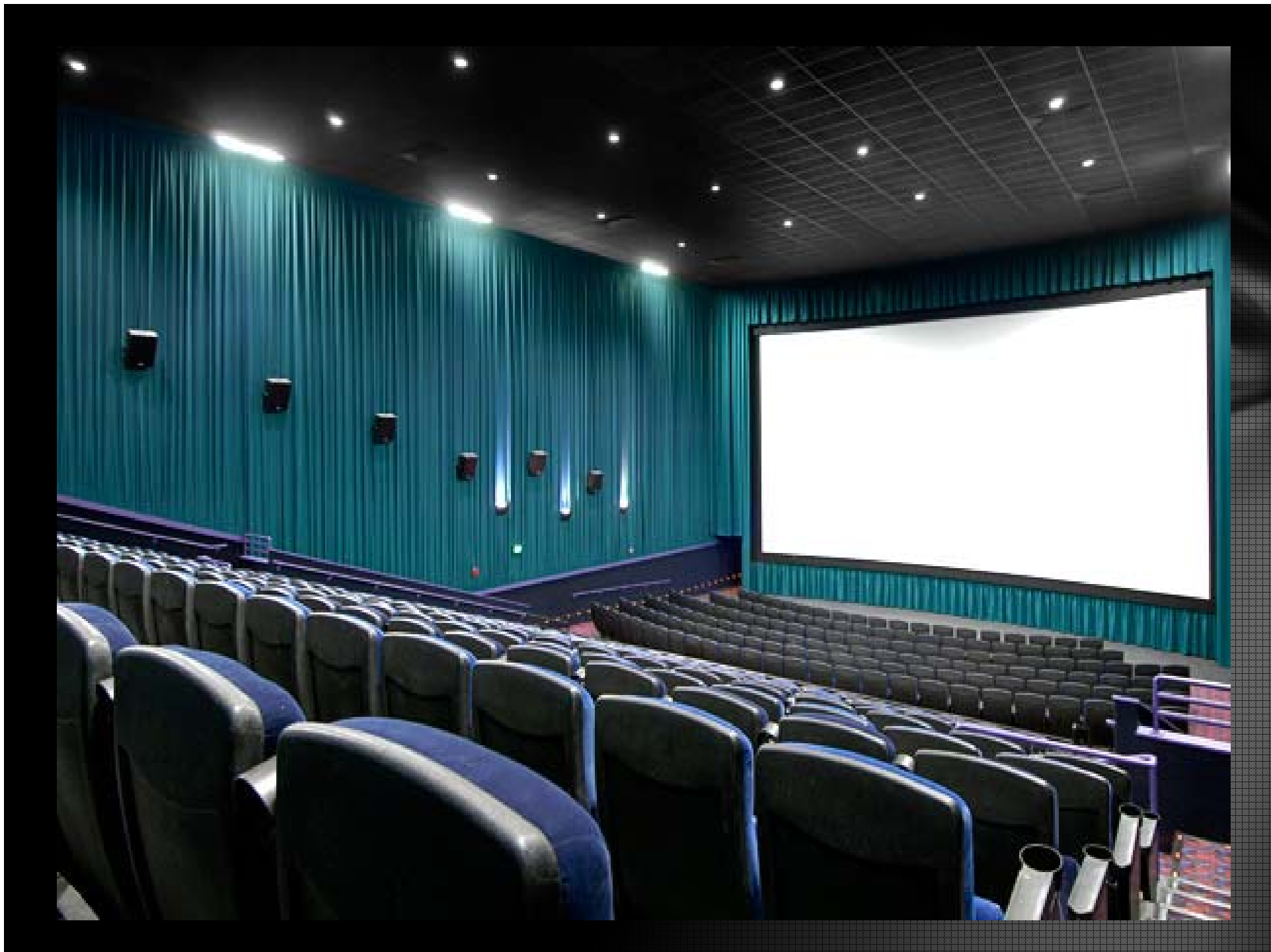
communication noun 1
2 something that commu
tion, a letter or messag
communicating, e.g. a
graph line, radio, or
television



VS

Words

SEND

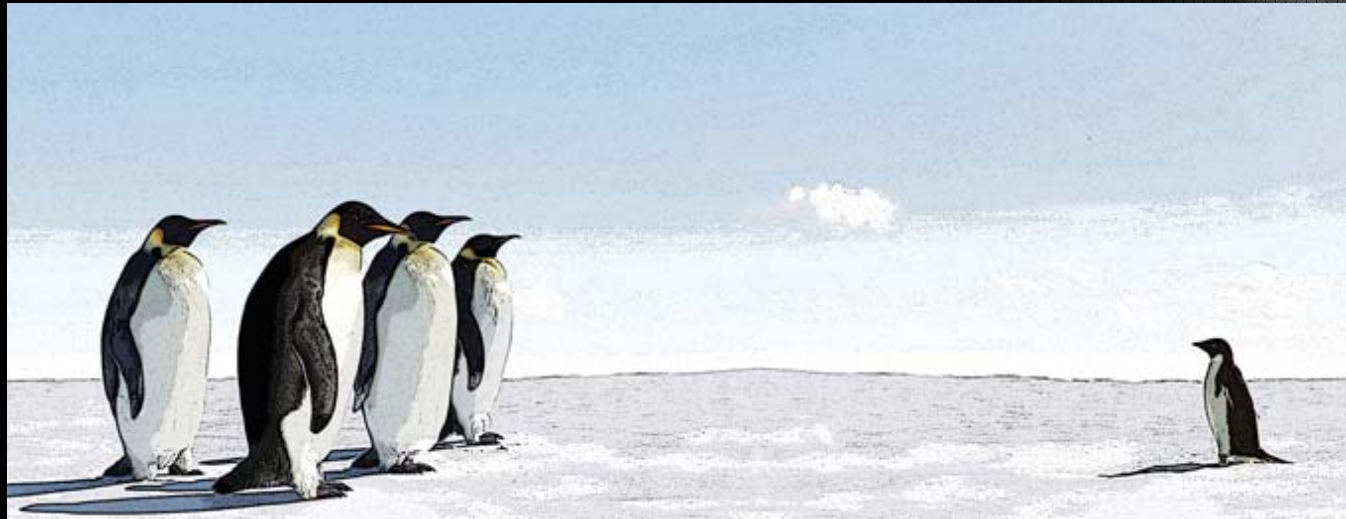


ORAL SPEECH



UNDERSTOOD THE FIRST TIME

Oral Speech



- CLEAR
- CONCISE
- COMMANDING
- CONNECTED





BFACT

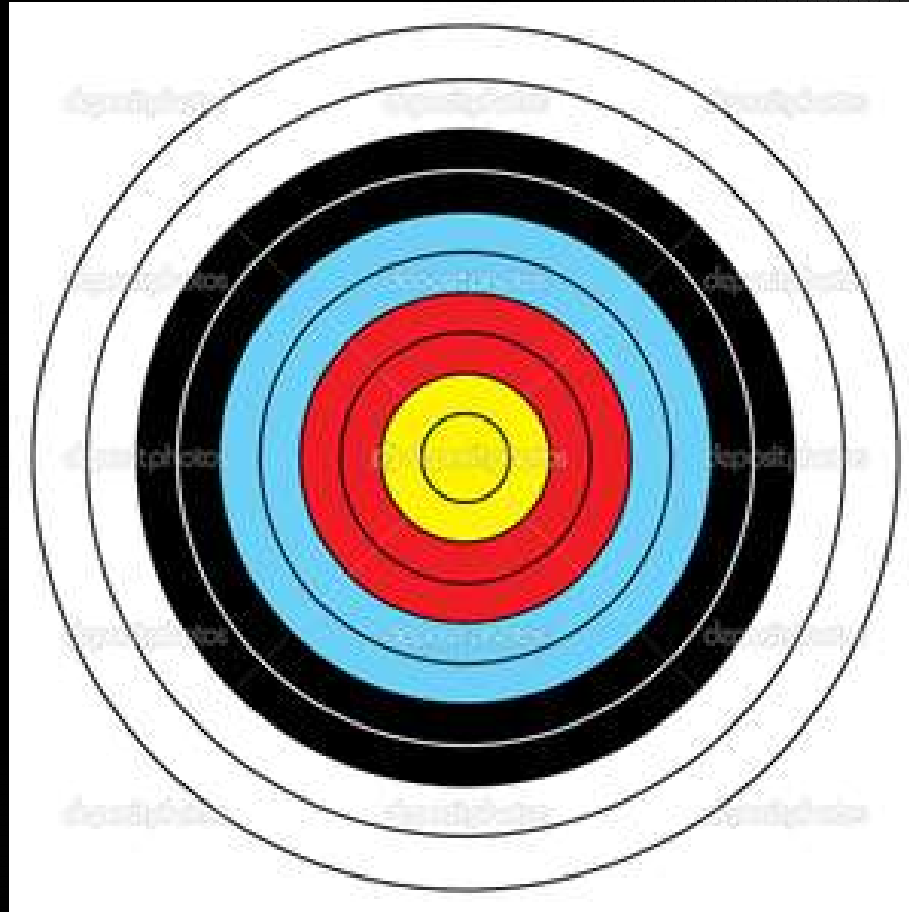
**Every 3 out of 4 people
have glossophobia - the
fear of public speaking.**

BFACT.COM

Audience

Intent

Message







- It's about them
- Who are they?
- What do they need?
- What do they know?
- How can you relate?









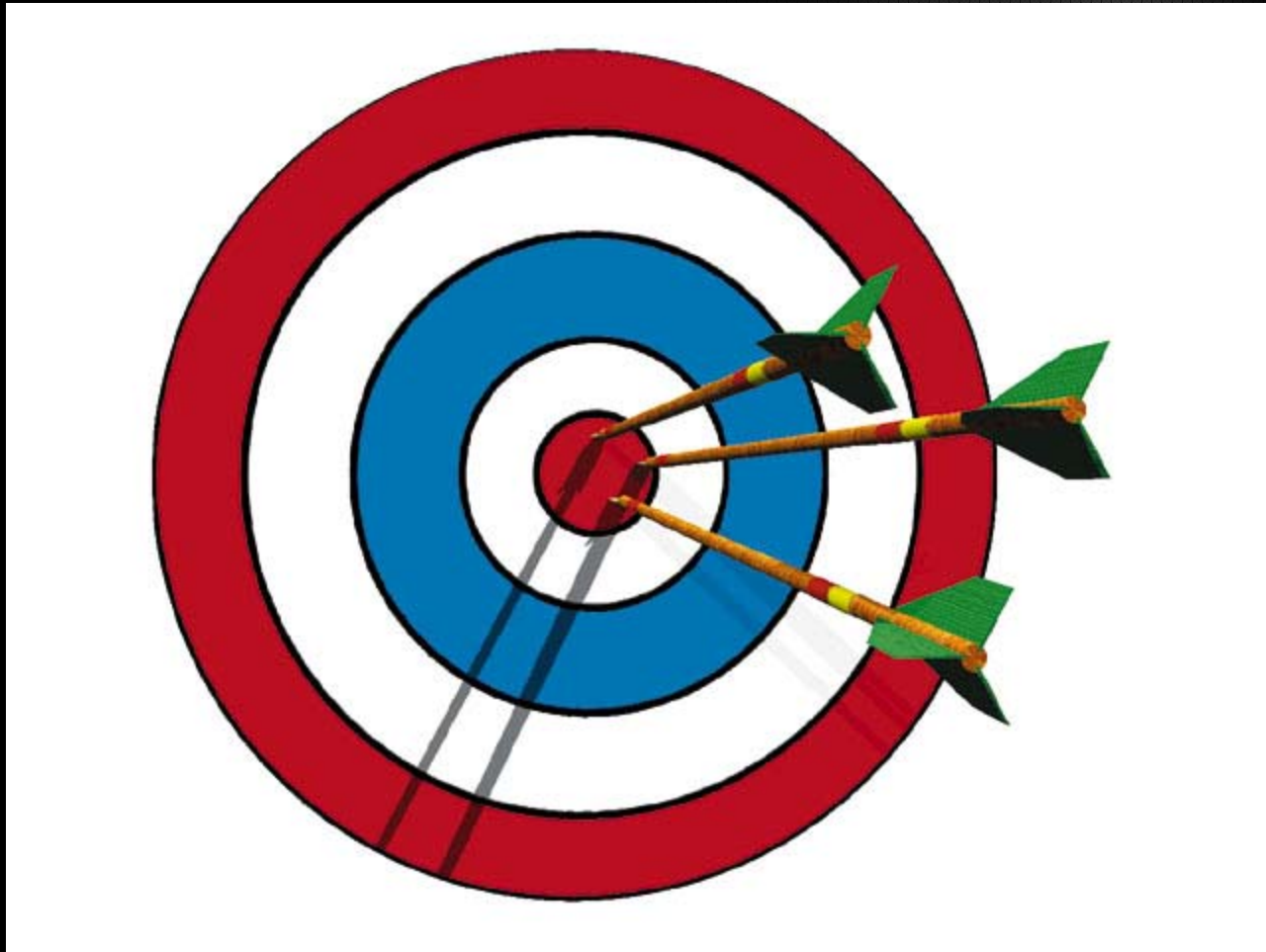






- No more than three key ideas
- Power them up
- Keep them close



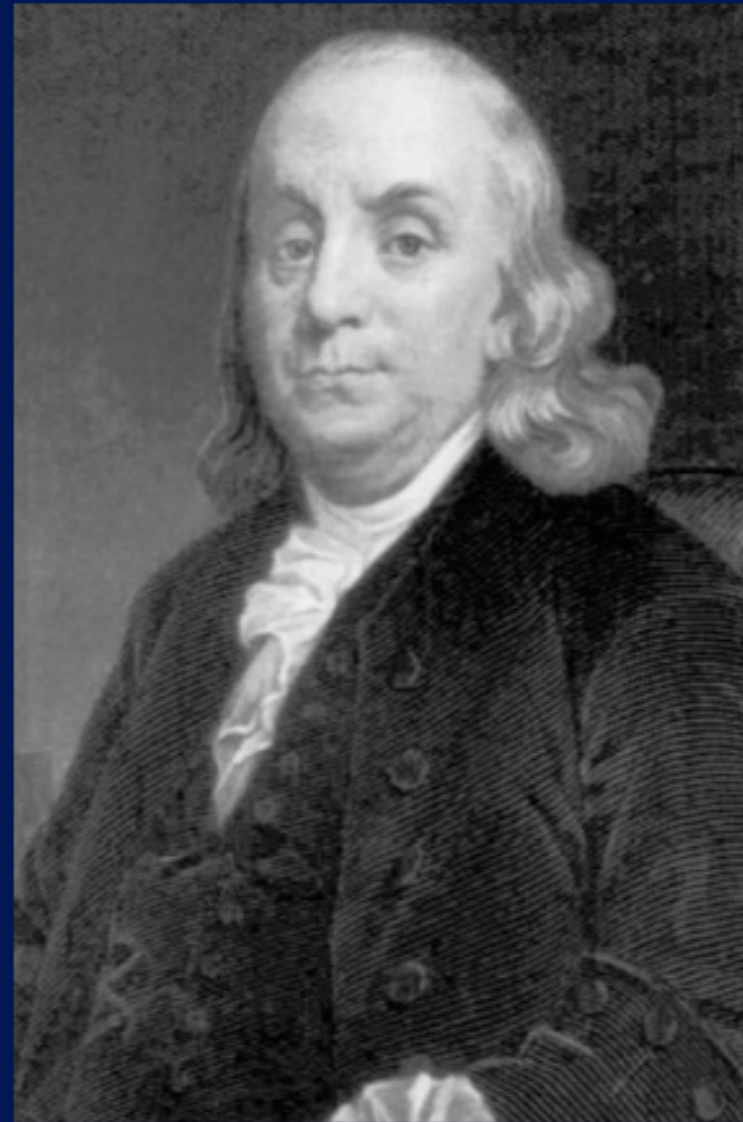


“Would you
persuade,
speak of
Interest, not
of Reason”

~

Benjamin Franklin

WWW.THEFEDERALISTPAPERS.ORG





Ethos
Logos
Pathos



- Low risk venues
- Deflection
- No memorization
- Personalize



- Purpose
- Who needs to be there
- What is going to get done
- Parameters

