

# How to Effectively Tell Your Story Today

Cary Pfeffer – ClearComm Consulting – CFMA Valley of the Sun Chapter 2022 Presentation

## AGENDA:

- Telling Your Story Effectively One-on-One
- Telling Your Story Effectively with the Written Word
- Telling Your Story Effectively in Front of an Audience

We begin with a story...

- How even just a few moments can reveal a great deal about a person and an organization

Telling Your Story Effectively One-on-One:

- What do you know about the audience?
- What is your comfort zone?
- Are you a good editor?

## The reality of communicating today:



## Telling Your Story Effectively One-on-One:

- What do you know about the audience?
- What is your comfort zone?
- Are you a good editor?

## Exercise #1 – “Say it in a sentence.”

- RULES:
- No mission statement-itis
- Does it have a ‘people connection?’
- Can it be quickly understood and remembered?

## Telling Your Story Effectively in Writing:

- What the research says:
- “Most written communication is interpreted more \_\_\_\_\_ than it is intended.”



## Telling Your Story Effectively in Writing:

- What do you know about the audience?
- What is your comfort zone?
- Are you a good editor?

## Telling Your Story Effectively in Writing:

- How do you start?
- Subject line and greeting: Spend time here!
- Demonstrate your knowledge or need right away.
- Finish, when possible, in the email window.
- (Then include support material.)
- Try never to use more than one page for introductory/cover letters.

## Cover letter example:

June 21, 2013

Sky Harbor International Airport  
3400 E. Sky Harbor Blvd.  
Phoenix, AZ 85034

To the Terminal 3 Modernization Project Leaders,

Nada. Zilch. Zero. Zippo. None.

The list you see above describes the number of words we will be using when you *spea*k.

We believe the Terminal 3 Modernization Project is first and foremost about *listening*. The XXXX team needs to *listen* to the people who use and the people who run Terminal 3. Before we can put our combined \_\_\_\_ years of aviation experience to use, we know our first job is to *listen* so we can understand how to adjust, change and adapt as this project evolves over the coming years. A lot of people believe they can work together as a team, but we know great teamwork starts with *listening*.

Do we have great ideas? You bet. The XXXX team has worked on hundreds of design-build projects. We have reached out to small businesses and a whole section of partners to join us in this project. And we understand how to work within your budget to create a sustainable, imaginative finished product.

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And it all starts with *listening*.

## Telling Your Story Effectively in Writing:

- Spend time on it and make it unique!
- Make it meaningful and about them!
- Keep it brief!

## Exercise:

- What words are you using and do they work?

## Telling Your Story Before a Live Audience:

- How do you start?

## Telling Your Story Before a Live Audience:

- Why less is more.

## Telling Your Story Before a Live Audience:

- How does the audience hear you?



## Telling Your Story Before a Live Audience:

- Word Choice \_\_\_\_\_
- Voice Tone \_\_\_\_\_
- Body Language \_\_\_\_\_

## Telling Your Story Before a Live Audience:

- How do you end?

Telling Your Story Before a Live Audience:

○ Handling Q&A

Telling Your Story Before a Live Audience:

○ How do you finish Q&A?

## Exercise:

○ What is a new way you can begin your next business talk?

## Two last points - #1

○ The most overlooked skill in communication is \_\_\_\_\_?

And one final point...

○ Smile!

How Can I Help?

○ [Cary@Clear-Comm.net](mailto:Cary@Clear-Comm.net)

○ [NoAppBook.com](http://NoAppBook.com)

○ [Clear-Comm.net](http://Clear-Comm.net)

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