

Communication Transformation OPRA

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What I want to improve is...



Focus Preparing Engaging Virtual Tips

Focus



- **You**
- **Message**
- **Computer**
- **Audience**



YOU

Transform
nerves to
energy

MESSAGE

Don't get caught
in the spiderweb



AUDIENCE

It's ALL about
THEM!



PERFORMANCE MINDSET VS. MASTERY MINDSET

Judgement
vs.
Evaluation



Prepare

PURPOSE

Think - Feel - Do

When I'm finished my audience
will....



WHAT (DATA)

SO WHAT
(INSIGHT)

NOW WHAT
(ACTION)

GETTING BUY IN WIIFM



THE ORIGINAL

BACON WAVE™



COOKED TO PERFECTION
CRISPY & TASTY
"in your Microwave"

- Less Fat
- Less Grease
- Less Calories
- Less Cholesterol



"The Frying
Pan Taste
Without the
Frying Pan"

Separates Bacon From
Unwanted Grease

COOKS
UP TO
14
SLICES



MICROWAVE BACON TRAY

REHEARSE AND RECORD



Engage

REFRAME

Don't do a presentation- Start a conversation



ENGAGING & LISTENING

Need to engage every 7 min.

85% of learning is from listening

75% of the time they are distracted

20% of what they hear is remembered

ENGAGING & LISTENING

We speak 125-150 words per min

We understand 250-750 words per min

Average attention span when listening to someone is 8 seconds!

STORYTELLING

A person in a dark suit and white shirt is shown from the chest up, pointing their right index finger towards the word 'STORYTELLING'. The word is written in large, white, sans-serif capital letters across the center of the image. The background is a warm, golden-brown color with a soft, out-of-focus texture. Several white gear icons are scattered throughout the background, and numerous small, white, pixelated squares are floating around the word and the hand, creating a digital or technological atmosphere. The lighting is soft and warm, highlighting the hand and the text.



3X
See-Feel-Hear
Point-Story-Point

VIRTUAL

Virtual Tips



VIRTUAL TIPS

Hide self view

Arms length

Duct tape over camera

Eye level



Ruby



Sapphire



Emerald



Citrine



Amethyst

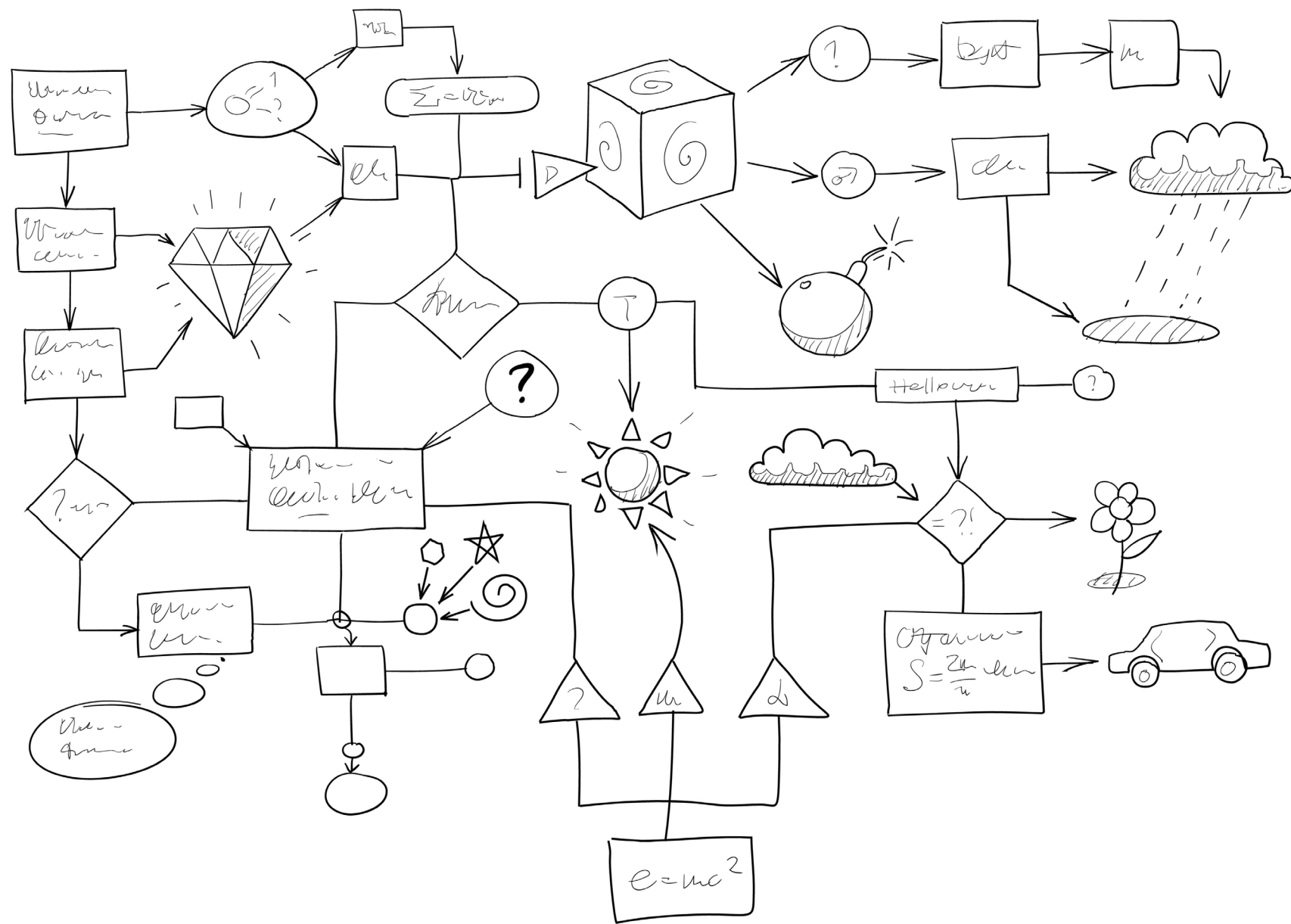


Topaz

SET UP THE SLIDE

Teaching- Tree
Pause-let us process
Get it? Got it!





PowerPoint- 30 font-3 pts-3 min

A Really Really Important Slide

- This is the most important piece of information that I want to give you, so I'm going to put it in a PowerPoint bullet that you'll never read.
- And here is another important piece of information that I think you should know about my awesome product and company. Too bad you're talking to your neighbor instead of reading this PowerPoint slide
- Oh did I also mention that this very important piece of information is instrumental to our competitive advantage?
- And if you thought that was great, wait until you learn about our patent-pending process for printing money
- If that has you excited, wait until I tell you about another really cool bridge that we plan to purchase with the money you give us.
- Our competitors have no idea what they are about to see because we are sooo cool we can fit 500 words on a single PowerPoint slide
- If we don't turn \$500,000 into \$500 Million in 3 years, we'll say we're sorry we burned through all your hard earned money, but at least we tried.

How Can I Influence?





What I will
work on is...

Thank you!

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SET UP THE SLIDE

Teaching

Pause- let us process

Get it? Got it!

Buffalo wild wings pic

Q & A



On Website show

