



Executive Presence: Communications Skills

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The Sad Truth

**You never get a
second chance
to make a
FIRST IMPRESSION**

Before Any Presentation, Come Up With A Game Plan



- Who am I meeting with?
- What are my goals?
- What do I want them to remember?
- Ask yourself: WIIFY?



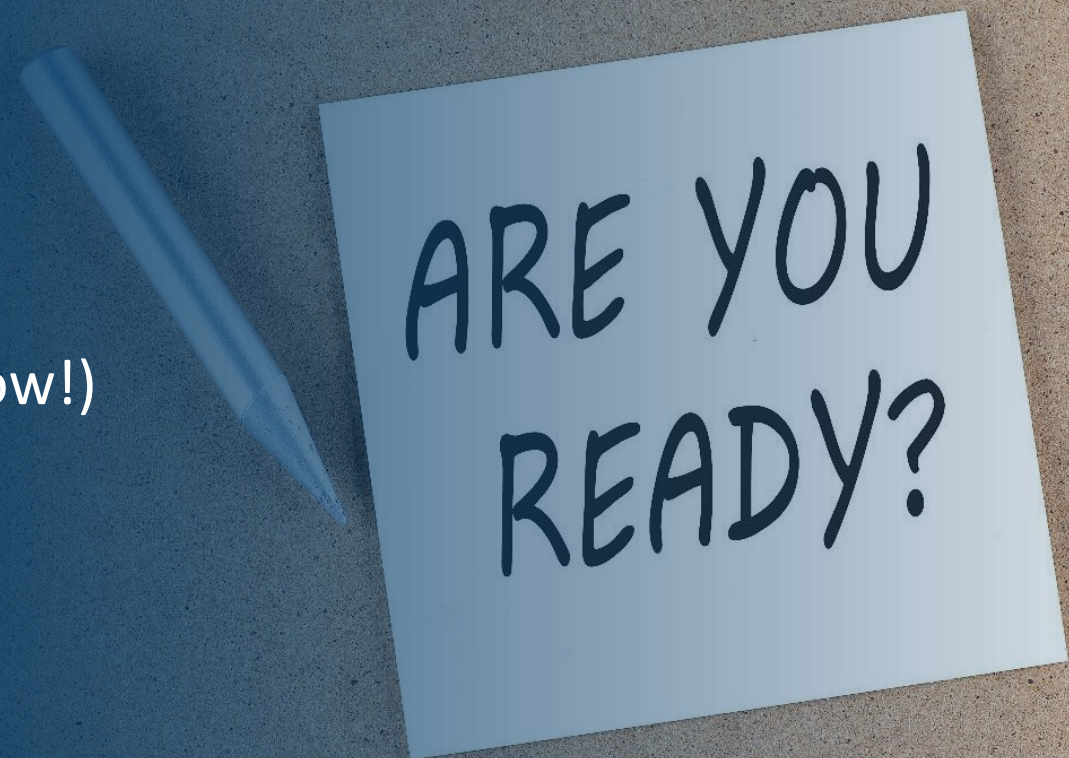
Presenting & Delivering Messages

You must decide:

- What are my messages?
- No more than 3

Limit Your Ambitions (counterintuitive, I know!)

- Short, tight, punchy
- Keep focus
- If they take away three messages, you did well



Three Elements of Communication



Verbal



Vocal



Visual

Plan the Structure



INTRODUCTION

Build rapport and check in with your audience



AGENDA

What you're going to talk about and for how long



MESSAGES

Content that brings to life the three key points you want them to remember



SUMMARY

Provide a brief overview of the discussion



CONCLUSION

Be action oriented and forward looking

Non-Verbal Presentation



Non-verbal Communication: What They See



Visual

- Gestures and body position: open, engaged body language
- Use the space strategically and move with purpose
- Engage with your slides – no parallel universes
- Make (or fake) eye contact – look at the webcam when virtual
- You need to be engaged 100% of the time
- Like mom said, posture matters!

Non-verbal Communication: What They Hear



Vocal

- Conversational style works best
- Inflection
- Tone aligned with topic/message
- Volume
- Pace
- Pauses

A network diagram of business professionals in a meeting. The background is a blurred image of a person in a suit. Overlaid on this is a network of white lines connecting various portrait photos of diverse business professionals. A large, semi-transparent blue rectangle is centered over the network, containing the text "Managing the Q&A" and two white horizontal bars above it.

Managing the Q&A

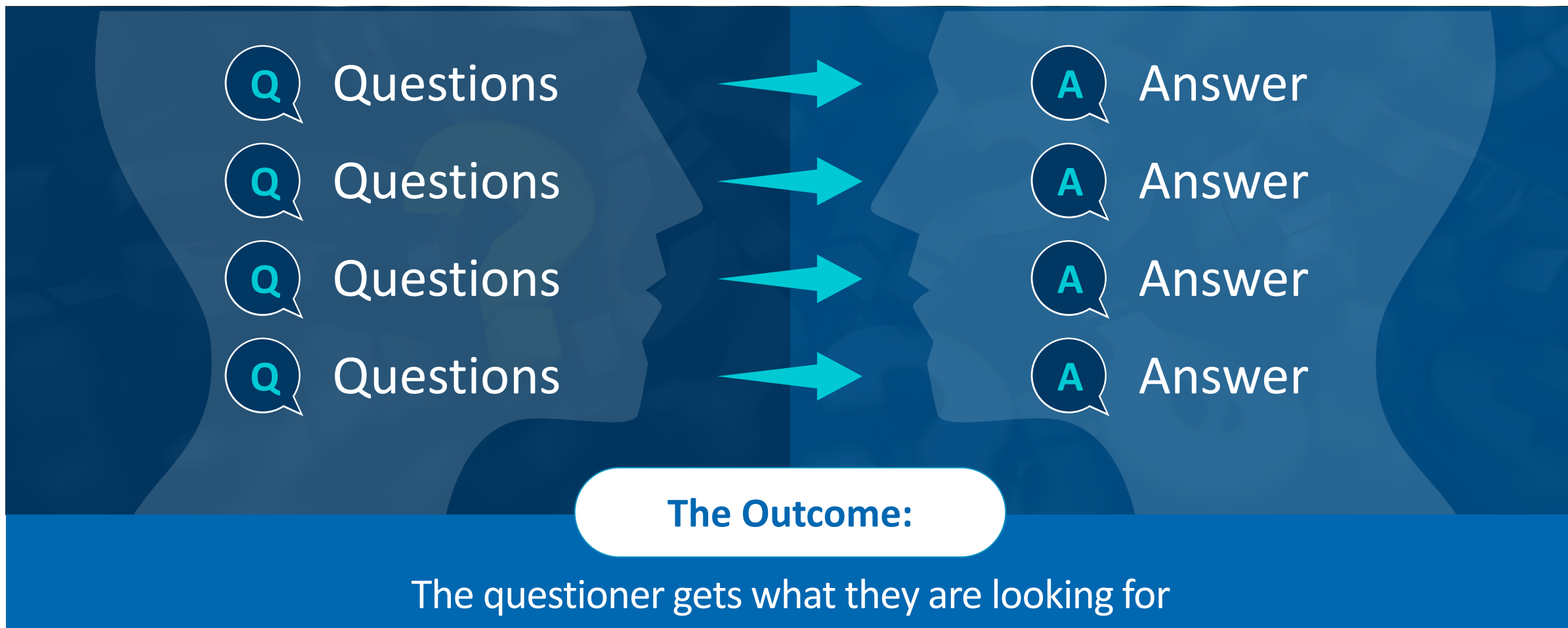


Remember, your **goal** is to...

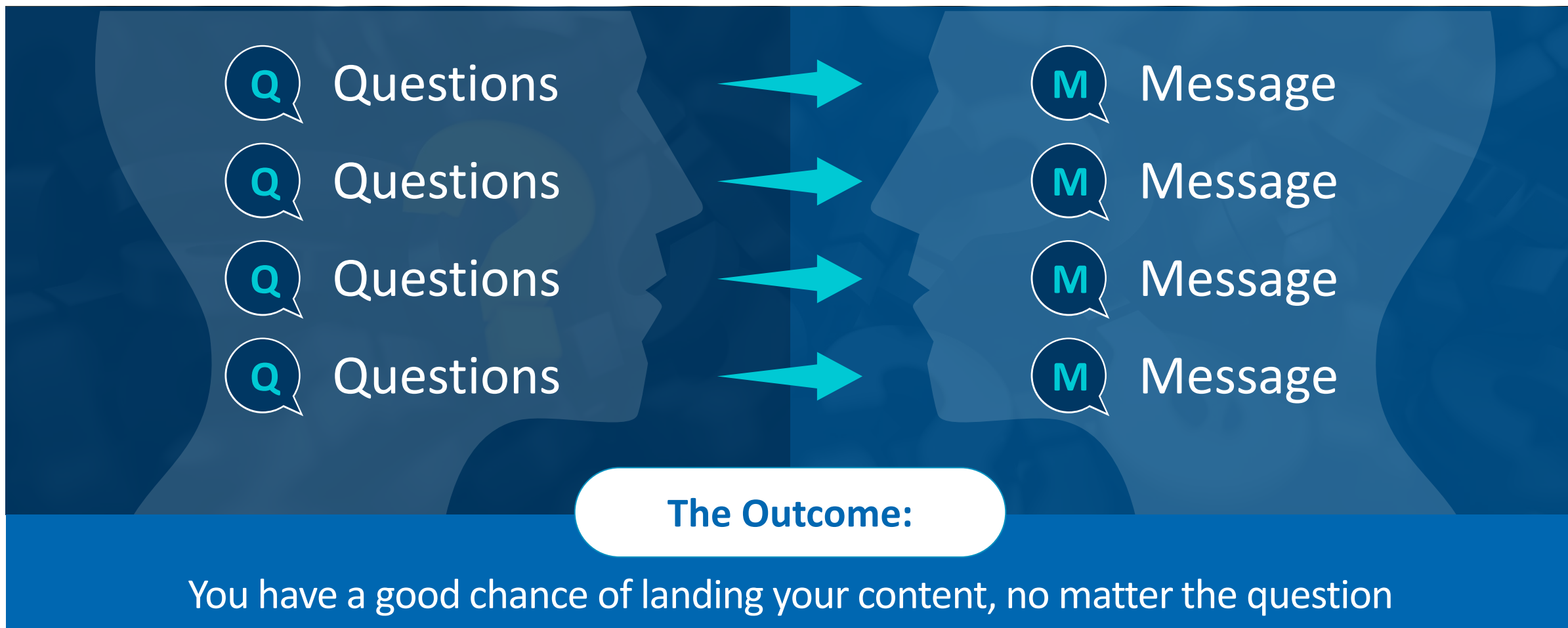
DELIVER MESSAGES



Every Question is an Opportunity to Deliver a Message

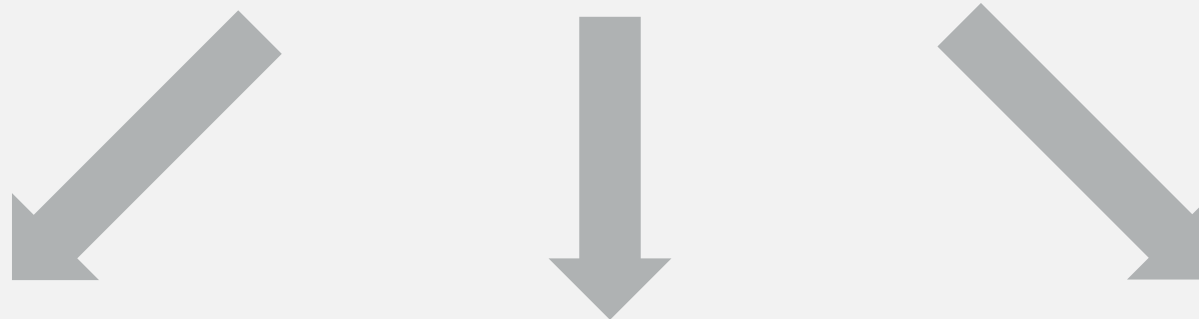


Every Question is an Opportunity to Deliver a Message



Questions: Only a Prompt

QUESTIONS



Message



Message



Message



Bridging: The Key to Getting Where You Want to Go

Bridging



1

Gives you permission to go where you want

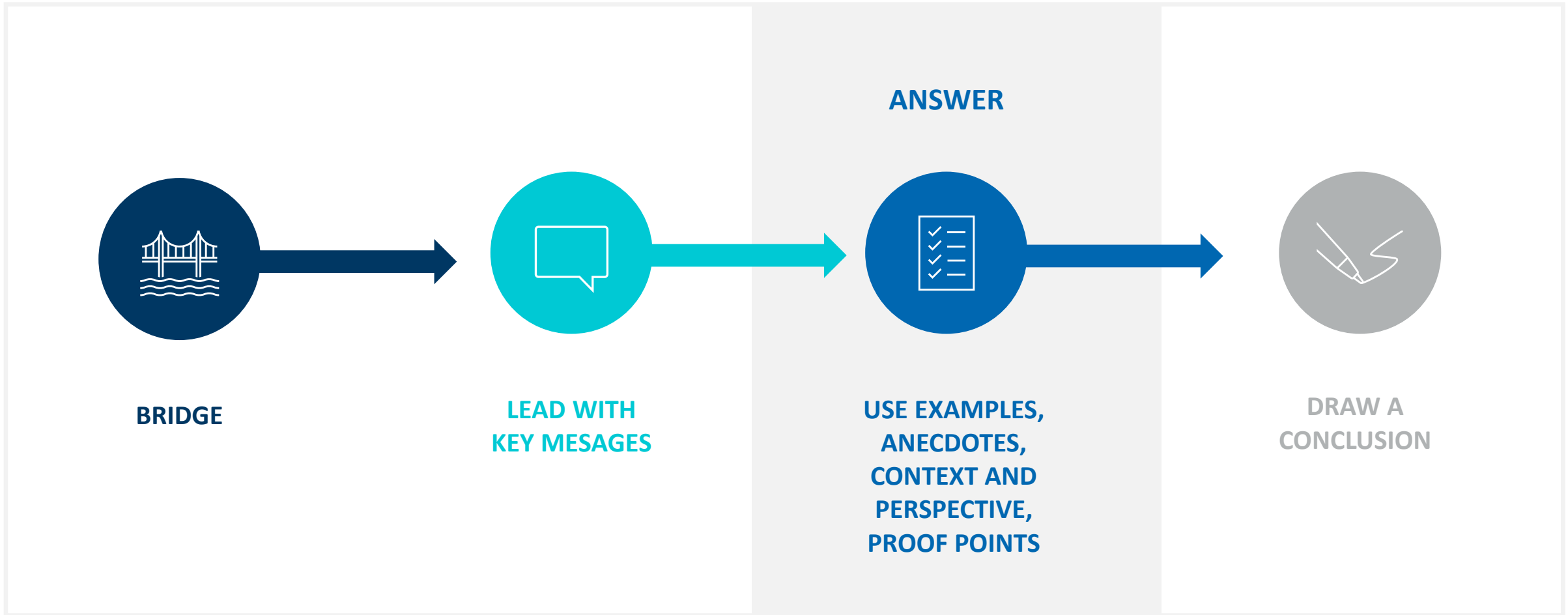
2

Adopt your own language

Sample Bridge Phrases

- *“Let me put this in context...”*
- *“The key thing to keep in mind is...”*
- *“If you take a step back...”*
- *“I look at that a little differently...”*
- *“That number only tells one part of the story; what you also need to look at is...”*
- *“I’ve heard that before, but here’s how it actually works...”*
- *“That’s a common misperception, let me explain how it really works...”*
- *“On that topic, [DELIVER MESSAGE], as for the specific numbers, let me get back to you with the details...”*

Response Structure is Key



Five Tricks to Maintain Control of the Q&A

1

Lead with
the Lead

2

Flag

3

Deliver Context
and Perspective

4

Take Initiative

5

Be Affirmative

Helpful Tips

- Avoid repeating a negative ➔ Reframe with a bridge
- Correct errors and false assumptions
- Repeat, repeat, repeat
- Be enthusiastic and engaging
- Be aware of time restraints
- Beware jargon
- Avoid “that’s a good question” and “my key message is”





Experts with Impact™



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