

Winning in the Workplace:

Successful Communications Drive Business Success

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Today's Communication Topics

- C-Level Communications
 - Identifying Communication Preferences
 - Improving Communication Success
- Business Etiquette
- Public Speaking

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C-Talk in Corporations

- Travel
 - Small expense
 - Complex
- Dynamic
 - Personal
 - Passionate
- Vertical vs. Horizontal Communication
 - Work together

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C-Talk in Travel Companies

- Travel
 - It is imperative
 - It is tight
 - Focus on accomplishments
- Vertical vs. Horizontal Communication
 - Gain Consensus of Stakeholders

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Your Value Add

- How does your department support company initiatives?
- Know what you can and can't control
- Provide valuable thought leadership
- Invest in systems to simplify and solidify information
- Keep it simple

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Communicating Program Performance

- Be Focused
- Give Numbers
 - “...there is nothing like the sheer power of numbers to scrub away layers of confusion and contradiction.” – *Freakonomics*
- Benchmark
- Align Internally
- Erase Misconceptions

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What to Count

- Lean transaction processing
- Optimized spend
- Satisfied users
- Security
- Room nights
- Total cost of travel
- Payoff of travel

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Delivering the News

- Written Communications
 - “Errpr” free
 - Txt, email, paper?
 - Match your delivery to her learning style
- Time it for most success
 - Early morning?
 - In the smoking room?

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Determining Learning Styles

- Watch
- Ask
- Experiment
- Example



Keys to Success

- Be an expert in your company
- Maintaining esteem in the face of immense change in our industry
- Find the recognition you may be seeking
- Off load something from your boss's work
- Make recommendations
- Be a low maintenance contributor



Business Etiquette

- Pet Peeves?
- Follow group cues
- Bad table manners
- Thoughtlessly self promoting
- Apologize
- Cold fish hand shakes
- Know your audience

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Business Etiquette

- Networking Tips
- Slacking or slipping out
- Be courteous to all levels
- Consider appearance
- Email and spoken communications
- Have purpose to meetings
- Understand cultural differences

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Key Components of a Great Presentation

- Voice
- Body
- Audience Involvement
- Preparation
- Good and Bad Habits
- Pulling it All Together

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Improving your Voice

- Talk to yourself
- Breathe
- Go slow
- Use words that
your audience uses

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Audience Involvement

- Ask questions
- Don't interrupt
- Take notes
- Incorporate audience needs
- Use variety to keep interest



Preparation

- Harnessing Stage Fright
- Materials Development
 - Format
 - Fonts and Bullets
 - Colors and Graphics
 - Content



Harnessing Stage Fright

- Adrenaline is your friend
- Acknowledge your nervousness
- Practice, practice, practice
- Take small steps
- Plan B



Materials Development

- Format
 - PowerPoint
 - Flip Charts
 - Brochure
- Stage dictates performance



Materials Development

- Fonts
 - Is it Easy to Read ?
 - Big
 - 2 or 3 Fonts for entire presentation
 - Avoid using ALL CAPITALS
- Bullets
 - 6 lines, 6 words
 - Cues to content



Materials Development

- Colors
 - Limit use of reds and oranges
 - Blues, greens with light text
 - Light background with dark text
 - Brighter rooms need more contrast
- Graphics
 - Use to support not to distract



Materials Development

- Understand their perspective
 - Travel Manager to CFO
 - Supplier presenting RFP highlights
 - Internal Sales Meeting
 - Customer Review



Good and Bad Habits

- Keys or coins
- Umm, well, y'know
- Reading the slide is a really bad habit because the audience has already read it by the time you get to it and they'll be thinking about their to-do list
- Pork chops and Applesauce



Good and Bad Habits

- Hands in the pockets
- Laugh at yourself
- Acknowledge problems
- Get miked
- Move around

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Pulling it all together

- Don't write out every word you'll say
- Use speaker notes
- Use personal stories
- Breathe

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Questions?

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