

From the Cincinnati Business Courier:

<http://www.bizjournals.com/cincinnati/news/2017/01/05/3-steps-to-master-dynamic-delivery.html>

3 steps to master dynamic delivery

SUBSCRIBER CONTENT: Jan 5, 2017, 2:08pm EST

Kay Fittes

CEO, High-Heeled Success

Successful women in the workplace have mastered a unique skill that sets them apart from their peers. And what is that skill?

Dynamic presentation.

Each time a woman in the workplace opens her mouth to speak, she has an opportunity to either grab attention or lose her competitive edge. And while women make up almost half of the workplace, they still earn just 80 percent of what men make, according to the Institute for Women's Policy Research. Women need dynamic delivery skills in order to catapult themselves above their peers and make it more difficult to discriminate against them. Without these skills, highly competent and hardworking women remain submerged in the general employee pool.

Over my 25 years of studying women in the workplace, I've developed the "three C's" to succeeding as a great and motivational speaker: command attention, command memory and command action.

Command attention: Our world is so distracted that no one is really living in the present. If a woman doesn't grab audience attention in the beginning of a presentation, she's lost her audience before she's even begun. Vary your vocal pitch so there is a roller-coaster effect when you speak. Use questions, quotes or props to wake up your audience. Vow that "Good Morning" will never be your opening line again.

Command memory: Make your presentation memorable. People relate to stories, but most stories ramble on far too long and fail to make the point. Learn how to tell a story concisely and effectively so the lessons are apparent to the listener.

Immerse your audience into the narrative by using sensory description: When people see, hear and feel the experience, you have a compelling story.

Command action: People make decisions based on their own needs, wants and beliefs. Pay attention to the amount of times you use "I" in a presentation. If you don't have a "you"-focused presentation, people will tune you out.

Statistically, we know that getting an audience involved in an activity of some kind makes presentations memorable — and the desire to act rises from 10 to 90 percent. If all your audience is doing is listening, the chance of them taking action afterward diminishes.



File photo

Kay Fittes is CEO of High-Heeled Success, a women's coaching and career consultancy she founded and leads.

Pauline Frederick, an American star and film actress from the '20s, once said, "When a man gets up to speak, people listen, then look. When a woman gets up, people look, and if they like what they see, they listen." That's as true today as it was almost 100 years ago.

It's not enough for women who want to succeed in the workplace to work hard and dress well. How we present ourselves in public, whether it's in a one-on-one meeting, a board meeting, or presenting to a group of 1,000, excellent presentation skills provide an express pass to promotion and success.

Need some help I'll host "High-Heeled Success Steps for Dynamic Delivery," an in-depth seminar for women, on Saturday, Jan. 14 from 9 a.m. to 4 p.m. at the Crowne Plaza Cincinnati in Blue Ash. For more details or to register, visit highheeledsuccess.com.