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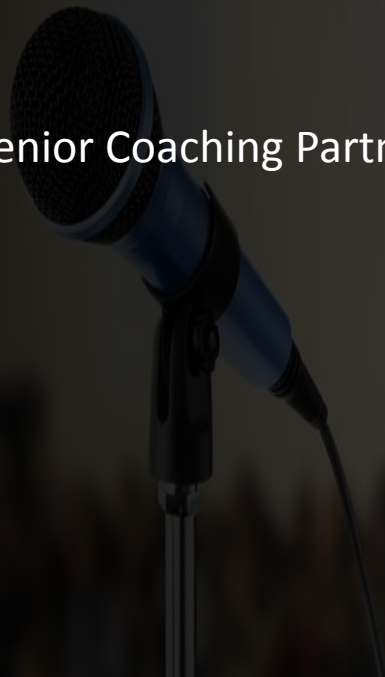
Women's Leadership Conference Communicating with Impact

a learning experience for:

hfmaTM
massachusetts-rhode island chapter

SPEAKER(S):

Monica Murphy / Senior Coaching Partner



Monica Murphy, B.S.SP., M.A.

Senior Coaching Partner

monica@speechimprovement.com

Monica Murphy is a renowned and highly respected Senior Coaching Partner at the 60-year-old global business, **THE SPEECH IMPROVEMENT COMPANY, INC.** She provides private coaching, group training, and motivational speaking to clients of all educational and corporate levels.

Monica has helped thousands of professionals from industries including Private Equity, Media, Life Sciences, Technology, Education, Finance, and Healthcare. Areas for which she brings specialized expertise include: virtual presenting, style coaching, executive presence, investor communications, leadership and management, conference presenting, facilitation, customer service training, and effective interpersonal dialogue.



According to Monica: *“In our current business world, our ability to communicate is one of our most powerful tools. As listeners, we form an impression within the first 30 seconds of interacting with someone. We know that successful relationships are built on trust and communication. Trust is earned when the communication supports the message. When we control our communication, we ensure that what starts in our minds makes it to our mouth in a clear, concise, and confident way. That is what it is to be truly understood.”*

Monica has a depth of international experience and has coached and trained globally in countries including England, France, and Germany. She has successfully coached at, **Alnylam Pharmaceuticals, Audax Group, Bain Capital, Bank of America, Bank of New York Mellon, Boston Celtics, CNBC, CNN, International Data Group, Fidelity Investments, Genzyme, InfuSystems, Pegasystems, Rubenstein, Stand for Children, Summit Partners, MIT, Harvard Business School, and Boston College.**

“Monica has a tremendous enthusiasm and energy that is contagious...she has been an enormous help to me in my career as I’ve prepared for a variety of public speaking situations ranging from investor conferences to company presentations to interviews over zoom.”

Devin O’Reilly,

Managing Director, Bain Capital

Some of her volunteer work includes: **Artists for Humanity, CityYear, Oxfam, Ron Burton Training Village, and YMCA.**

She holds a Bachelor’s of Science in Speech from **Emerson College** in Business and Organizational Communication, and a Master’s Degree in Adult Education, Training, and Staff Development from the **University of South Florida.**

Monica has been an active member of several prominent professional organizations, including **The National Communication Association** and **The American Society for Training and Development. The International Association of Facilitators, and The Women’s Business Network.** She has contributed to several important communication books, including *Powerful Presentations Skills, Mastering Communication at Work, and Personal Communication Style.*

Monica has a dynamic, personable, and insightful style that makes her a trusted advisor to many of her clients.

Welcome

Good morning and welcome to the *Women's Leadership Conference* workshop on "Communicating with Impact". I am thrilled to be working with you.

I have some helpful tips, tools, and techniques to share with you to strengthen your professional presence in meetings and presentations as you move through your careers in the business world.

Our time together will provide you with opportunities for learning and practicing. I encourage you to ask questions, share your thoughts and experiences. Think of this as your private laboratory, a safe place to see what communication tools feel right for you.

Monica

We've Come a Long Way...

Advice given to women between 1830-1900

If you talk in society, talk only about those things you understand.

Never talk when a man is eating. It may spoil his digestive juices.

Always remember that the lyrical recitation of poetry will bring you more knowledge than mathematical knowledge or skills.

Better to say too little, than to say too much in company.

77% of the highest-achieving women have strong ties with an inner circle of other women.

— Forbes.com, Why Women Need To Network Differently Than Men To Get Ahead

Executive Presence in Numbers

26%

Of total of what you need to get to the next level

78%

Lack of EP will hold you back

98%

Skills not Innate



COQUAL

["Executive Presence"](#)

Sally Williamson & Associates

["Executive Presence Is a Top Priority for Leadership"](#)

Everything Communicates!



Have a Powerful Introduction

Networking Strategy:

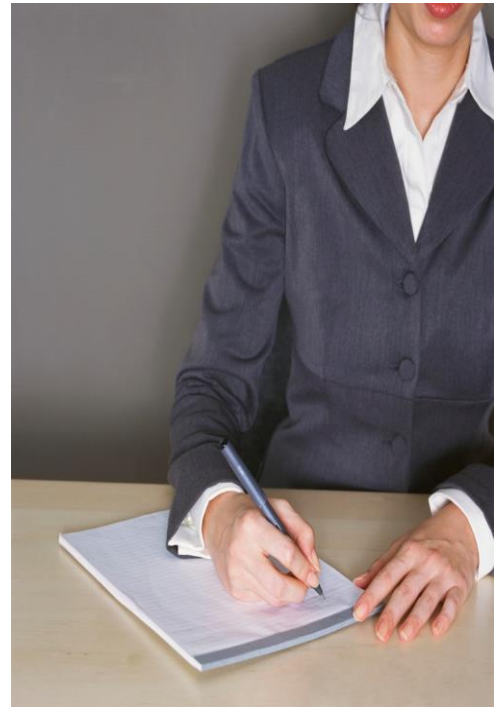
Prompts:

YOUR Title/Role **X**

BENEFIT of your Role **x**

What you **DO** **x**

I'm **LOOKING FORWARD** to... **x**



Projecting Confidence

Verbal & Non-Verbal Presence

1. **Incorporate Vocal Variety**
2. **Eliminate Tentative Language and Uptalk**
3. **Take Up Space**
4. **Practice Symmetry**
5. **Establish Stability**



Be Well Organized

H.E.C.

H. E. C. is a great tool for getting to the point, to offer an opinion, or to answer a question. It is important to say the three to four distinct and related sentences in order, H. E. C. It is also important to complete H. E. C. within 30 seconds.

* Keep in mind, you can build an H.E.C. for every main point.

Headline: 15 words or less

Examples: 2-3 supporting points

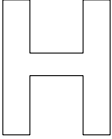
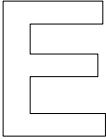
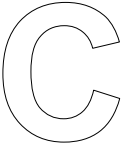
Comment: Your insight, conviction, synthesis, editorial



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	<p>Headline: A factual response to the question being asked or the topic at hand. An overview statement designed to give the listener a Big Picture idea of your topic.</p> <p><i>"Landing commercial contracts with large healthcare enterprises is more challenging than ever. "</i></p>
	<p>Example: A more in-depth statement containing examples, evidence, or experiences of details referred to in the headline. Provide facts with context, and how to view those facts.</p> <p><i>"There are two points that speak to this:</i></p> <ol style="list-style-type: none"><i>1. "The continued tight economic environment has increased restrictions by 25%.</i><i>2. The negotiations involved take time and patience"</i>
	<p>Comment: A statement of your opinion/perspective/suggestion of the topic being discussed.</p> <p><i>"Based on what we see, companies who are successfully attaining enterprise contracts need strong negotiation skills ".</i></p>

Eight Current Tips for Effective Virtual Presence:

Here are eight specific components to check off your list before going virtual.

- 1. Adjust camera lens height to eye level.** Raise laptop on books or small box. Note this is different than merely tilting laptop monitor forwards or backward. Put eye line in the correct location within the frame. Eyes should be in upper third of screen. Adjust headroom (the space above your head) to ONLY 2-3 inches from head to top of screen.
- 2. Direct eye contact to camera lens.** This is the best way to build relationships with listeners. Strengthen peripheral vision to look at a co-presenter, meeting software, notes, or deck. *Hint- practice honing this in future video calls. Speaking to camera lens directly is vital skill to appear confident and persuasive.
- 3. Control the background.** Everything communicates. Dedicate five minutes to remove any items off the floor, straighten books, distracting items in the shot frame. This shows a level of respect in American business culture.
- 4. Balance lighting.** For consistent on-demand balanced lighting, use a ring light or other light source such as a lamp, placed behind the camera lens, so that it illuminating front of face, balancing natural window light.
- 5. Set up medium-wide framing shot.** Full face to mid-chest.
- 6. Check technology in advance.** Silence notifications, close unnecessary apps, charge air pods. Check mute buttons, turn off text alerts.
- 7. Sit up straight.** Hunching forward unintentionally makes a speaker look small and less confident. Sit on the edge of the chair, feet planted on the ground, position camera lens to precisely eye level when looking straight ahead.
- 8. Keep an eye on the time.** It's best to run a bit under than over to keep a meeting running smoothly. Consider using cell phone stopwatch to see time at a glance. If running long, don't rush through content by speaking quickly; parachute out with 2-3 high-level comments to complete the thought.

COMPANY RESOURCE PAGE

The
SpeechImprovement
Company

www.speechimprovement.com



Our Blog

The Speech Improvement Company blog helps businesses and individuals deepen every aspect of their communications. Read articles on executive presence, presentation skills, pitches, and all areas of business presentations, with advice, training, tools, research, and the latest best practices.

<https://speechimprovement.com/category/general-blog/>



Recorded webinars

Dive into essential communication topics and learn asynchronously with these free, on-demand, 30-minute webinars. Topics include virtual communication, managing remotely, thinking on your feet, and communicating with authority.

<https://speechimprovement.com/webinars/>



White papers

Advance your communication mastery by reading these TSIC Coach-written, research-backed White papers that provide insight and perspective on all forms of communication. These resources explore essential communication skills, leadership trends, presentation development, updates, and research.

<https://speechimprovement.com/white-papers/>



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<https://apps.apple.com/us/app/speech-companion/id1473667608?platform=iphone>

Monica's Ten Second Relaxer

Use this exercise when tension produces an upper thoracic breathing pattern (when you see or feel your upper chest expanding as you inhale) due to nervousness or stress. To correct this pressure-producing breathing and move the control of your breathing down to the **diaphragm**, follow these steps:

1. As you inhale upper thoracically, squeeze your thumbs against any other finger on the same hand. Squeeze tightest at the top of our inhalation.
2. Hold this for 1 second and say 1 positive thought to yourself about the speaking situation: i.e.: I know my message.
3. As you exhale upper thoracically, release the pressure created between your fingers. Release all the pressure by the time you complete your exhalation.

Repeat this exercise three times during a ten second period. It will release the nervous tension and allow you to switch to the more appropriate and comfortable **diaphragmatic** breathing pattern.

Thank You

**Remember to speak with
confidence**

Monica

