



Effective Executive Presentations Require One Thing: Deep Empathy.

The Empathy Business in the U.K. measures and embeds empathy in the world's biggest companies. Their work shows that empathy is positively correlated with growth, productivity and earnings. The top 10 companies in their Global Empathy Index increased in value more than **twice** as much as the bottom 10 companies.

More empathy = **more profit**
+ **more loyal staff**
+ **more loyal customers**

The same is true for presentations. When you adopt an audience-centered approach to executive presentation development, you will win your audience's attention and maybe even their affection.

"Empathy is feeling *with* people and recognizing their truth."

— DR. BRENÉ BROWN
UNIVERSITY OF HOUSTON
RESEARCH PROFESSOR AND AUTHOR

How to be a more empathetic communicator

1

Begin from a place of empathy.

Instead of starting with what *you* want to say, start with what *they* want to hear.

2

Provide relevant, useful information.

Try to help them. Put yourself in their shoes and think deeply about what they need to do.

3

Speak like your audience thinks.

Studies show that corporate jargon frustrates people. Communicate in the straightforward, easy-to-understand language of your audience.

4

Strive for a human-to-human connection.

Speak honestly and authentically. Make it personal.

One way to make a human-to-human connection is to throw out 80% of what you think your audience should see. Better yet, go bullet-free. People today communicate in photos, videos and 140 character tweets. These concise forms of communication are now being reflected in presentation design. When you eliminate copy-dense slides, complex pie charts, flying bullets and animated transitions, you'll prevent content overload. Too much visual

content can make audiences lose touch with what you are saying, because they are too busy trying to understand text and graphic-heavy slides. Overly complex visuals also result in speakers who are too tied to their slides, which prevents them from making a meaningful connection with their audiences. Bill Gates and Bono are examples of TED speakers who had slides with no bullet points. Their presentation consisted of photographs, images or animations.



"I've learned that people will forget what you said, people will forget what you did, but people will never forget *how you made them feel.*"

— MAYA ANGELOU

The most popular presentations have an average of

37
images

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