Communicating With & Presenting to the C-Suite

Discussion Moderator:
Rick Weaver, Chief Inspiration Officer, Armarion Solutions, NY, NY
Communicating With & Presenting to the C-Suite

Unprepared or Underprepared?

Your Boss!
Did it feel like you were speaking a different language?
Communicating With & Presenting to the C-Suite

Short Attention Span
“Show-me” Attitude
Interrupting You
Communicating With & Presenting to the C-Suite

How do you make the most of these conversations?
Communicating With & Presenting to the C-Suite

Know what they are looking for
The CEO: “It’s obvious in the first five minutes if a presenter is unprepared. I can hear it in the chitchat. Don’t talk about the weather or traffic. Don’t waste my time.”
Seek the Right Level

Remember - don’t assume that everything happens at the CEO Level. The first question to ask yourself is are you addressing the right person?
CEO’s constantly are having to ask presenters, “What decision do you want from me?” Or they say, “People present all the options and don’t make a recommendation and throw the monkey on my back.”
Communicating With & Presenting to the C-Suite

Speak the Language of the C-Suite

Understand what CEO’s **needs** are instead of **what you want to sell**. They want someone they can relate to. People treat them as unique, but they’re people like everyone else. Show a genuine interest in them.
Communicating With & Presenting to the C-Suite

Get Their Attention and Gain Respect

To get the attention of the C-Suite, bring the right issues and don’t waste their time. Be direct and concise. Generally, people who deliver and behave that way have unlimited access.
“The key to gaining respect in the C-Suite is to speak authoritatively about your subject. Hard data and metrics rather than ‘qualitative facts’ gain credibility.”
NORTHERN CALIFORNIA CHAPTER
MPI
MEETING PROFESSIONALS INTERNATIONAL

Pop Quiz

Has Your Starbucks Kicked In Yet?
At Your Table:

• Identify a “CEO”

• Identify a “Presenter”

• The Reminder are the “Team”
Objective:

Deliver a 5 minute presentation to sell an idea to your CEO.

“Develop” Your Idea
5 Minutes

Deliver Your Idea
5 Minutes

Team Recap
5 Minutes

“Why Our Company Needs To Move To A 4-Day Work Week.”
Presenter - Remember..

Know Your Audience
Don’t Waste Their Time
Get to the Point
Speak Their Language
Gain Their Respect
Speak Authoritatively
Objective:
Deliver a 5 minute presentation to sell an idea to your CEO.

“Develop” Your Idea
5 Minutes

Deliver Your Idea
5 Minutes

Recap
5 Minutes

“Why Our Company Needs To Move To A 4-Day Work Week.”
Communicating With & Presenting to the C-Suite

How many presentations.....

- Spent too much time on idle chit chat wasting your CEO’s time?
- Showed your CEO what kind of decision you wanted from them?
- Focused on what you wanted to sell instead of what the CEO needed?
- Focused on hard data and metrics instead of qualitative facts?
“Speak in a language that CEOs can understand and embrace.”
Communicating With & Presenting to the C-Suite

- 30 total individuals
  - 11 Meeting VP’s or Directors
  - 19 Meeting Managers
  - 13 SMMPs
  - 12 CMMs
Communicating With & Presenting to the C-Suite

One of the questions we asked these meeting professionals...

What are the biggest challenges when communicating with the C-Suite?
What are the biggest challenges when communicating with the C-Suite?

1. Knowing the right place and time to deliver **37%**
2. Thinking like a “C” **25%**
3. Gauging their individual communication styles **18%**
4. Being prepared for their responses **13%**
What are the biggest challenges when communicating with the C-Suite?

Knowing the right place and time to deliver

When is the right place and time?

When is NOT the right place and time?
Communicating With & Presenting to the C-Suite

What are the biggest challenges when communicating with the C-Suite?

Thinking like a “C”

How do they think?

How does that differ from your thinking?
What are the biggest challenges when communicating with the C-Suite?

What are some of the different styles?

How do you figure out which ones your “C” has?

Gauging their individual communication styles
What are the biggest challenges when communicating with the C-Suite?

Be prepared for their responses

Are you really prepared for ANY response they may come back with?
## Communicating With & Presenting to the C-Suite

### CEO’s Expectations (Scoring 1-5)

<table>
<thead>
<tr>
<th>Expectation</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Have an ability to marshall resources”</td>
<td>4.44</td>
</tr>
<tr>
<td>“Understands my business goals”</td>
<td>4.40</td>
</tr>
<tr>
<td>“Be responsiveness to my requests”</td>
<td>4.36</td>
</tr>
<tr>
<td>“Have a willingness to be held accountable”</td>
<td>4.32</td>
</tr>
<tr>
<td>“Have a knowledge of company products”</td>
<td>4.08</td>
</tr>
<tr>
<td>“Demonstrate an ability to solve problems”</td>
<td>4.00</td>
</tr>
</tbody>
</table>
Communicating With & Presenting to the C-Suite

KPI’s
(Key Performance Indicators)
Key performance indicators (KPI’s) define a set of values used to measure against.
These raw sets of values, which are fed to systems in charge of summarizing the information, are called **indicators**.
Indicators identifiable and marked as possible candidates for KPIs can be summarized into the following sub-categories:
Communicating With & Presenting to the C-Suite

Quantitative Indicators that can be presented with a number.

Qualitative Indicators that can't be presented as a number.
Communicating With & Presenting to the C-Suite

Leading Indicators that can predict the outcome of a process

Lagging Indicators that present the success or failure post hoc
Input Indicators that measure the amount of resources consumed for outcome

Output Indicators that reflect the outcome or results of the process activities

Communicating With & Presenting to the C-Suite
Communicating With & Presenting to the C-Suite

Practical Indicators that interface with existing company processes.

Process Indicators that represent the efficiency or the productivity of the process.
Directional Indicators specifying whether or not an organization is getting better.

Actionable Indicators are sufficiently in an organization's control to effect change.
Communicating With & Presenting to the C-Suite

Financial Indicators used in performance measurement and operating index.
Communicating With & Presenting to the C-Suite

Choose **Key Performance Indicators** That Will Resonate With Your CEO

- **Quantitative**
- **Qualitative**
- **Leading**
- **Lagging**
- **Input**
- **Output**
- **Practical**
- **Process**
- **Directional**
- **Actionable**
- **Financial**
“Ok, this is all great information - but how do I turn this into an effective presentation to my CEO?”
Communicating With & Presenting to the C-Suite

**DEFINE** the problem, the opportunity, the breadth and scope

- Identify your program / initiative core competencies
- Identifying key drivers of change for business
- Identify key partnerships with internal/external stakeholders
- Select an executive sponsor
Communicating With & Presenting to the C-Suite

MEASURE the current state of spend, processes, policies/staff

- Conduct internal stakeholder interviews and surveys
- Compile and analyze historical data
- Research data available from suppliers
Communicating With & Presenting to the C-Suite

- Identify process efficiencies
- Plan risk management methodologies
- Discover cost savings and avoidance opportunities

ANALYZE the opportunities
BUILD the framework for the program

- Engage your team in review of research findings
- Analyze return on investment/involvement (ROI)
- Share how training can drive cost savings and efficiencies
Communicating With & Presenting to the C-Suite

IMPLEMENT the Program/Initiative

- Educate, market, maintain and improve the new environment
- Display the maximization of value via ongoing communications
Effectively Communicate Within the Initiative/Program
(Inter-Departmental Communication)

One important component to remember...
What are the components of a successful internal communications policy - post implementation?
Thinking about what success looks like on this topic...
Communicating With & Presenting to the C-Suite

- Communication among internal clients more effective: 7%
- Key Performance Indicators in solid and in place: 7%
- My company better understands my dept. and its role in our success: 13%
- My dept. continues to evolve as a result of C-Suite support: 13%
- We are still in the process of defining the components: 56%
So when you find...

- Short attention spans
- Limited time
- Your own fear
- Speaking the right language

a problem...
Communicating With & Presenting to the C-Suite

Do’s & Don’t’s
Best Practices

**DO THIS**
- Show the Business Impact
- Be Direct
- Be Transparent
- Stay Focused on Facts
- Be Human & Authentic
- Provide a Call To Action
- Stay Objective

**DON’T DO THIS**
- Assume They Already Know
- Give Too Much Information
- Try and Hide Deficiencies
- Share Your Opinions
- Be a Robot
- Be Ambiguous & Unfocused
- Take Things Personally
Communicating With & Presenting to the C-Suite

4-Point Wrap Up

1. Know what your challenges are up front
2. Define your internal communications plan
3. Get clear on which KPI’s are important to your CEO
4. Get your DMABI in place (the actual presentation)
Communicating With & Presenting to the C-Suite

YOUR TAKEAWAY
Simple One-Sheet Guide
“I can do this!”

Communicating With & Presenting to the C-Suite