



Communicating With & Presenting to the C-Suite

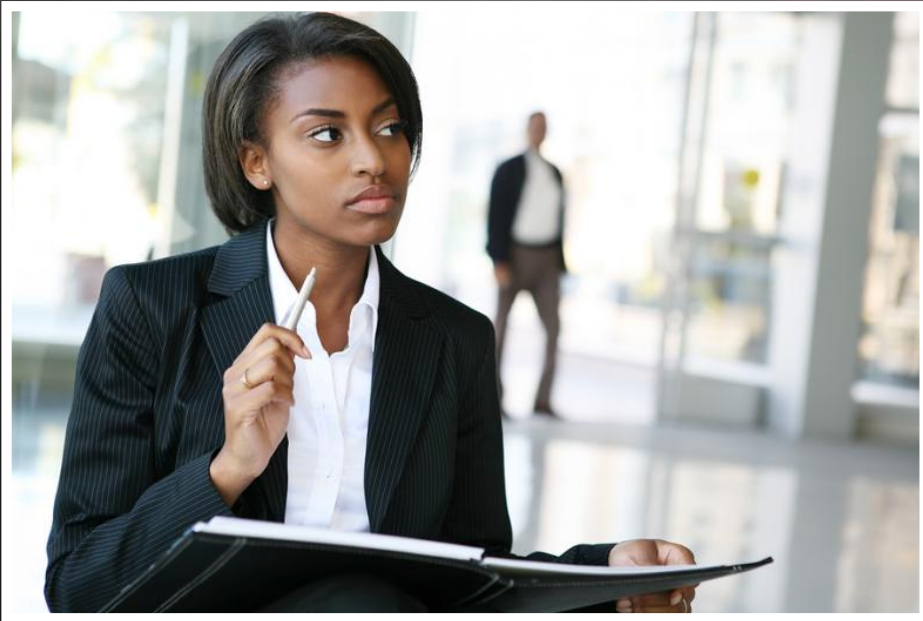
Discussion Moderator:

Rick Weaver, Chief Inspiration Officer, Armarion Solutions, NY, NY





Communicating With & Presenting to ~~the C-Suite~~ **Your Boss!**



**Unprepared or
Underprepared?**



Communicating With & Presenting to the C-Suite



**Did it feel like you were
speaking a different language?**



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**Short Attention Span
“Show-me” Attitude
Interrupting You**



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**How do you make the most of
these conversations?**



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*Know what they are
looking for*



Communicating With & Presenting to the C-Suite

Forbes 5



Know your Audience / Do Your Homework

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.”



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Forbes5



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?



Communicating With & Presenting to the C-Suite

Forbes 5



Get to the Point

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

Forbes 5



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.



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Forbes 5



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.




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BNY MELLON

Lucille Mayer
Chief Information Officer
BNY Mellon



“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



MEETING PROFESSIONALS INTERNATIONAL

Pop Quiz



Has Your Starbucks Kicked In Yet?



At Your Table :

- Identify a "CEO"
- Identify a "Presenter"
- The Remainder are the "Team"



Communicating With & Presenting to the C-Suite

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



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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.”**



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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?**



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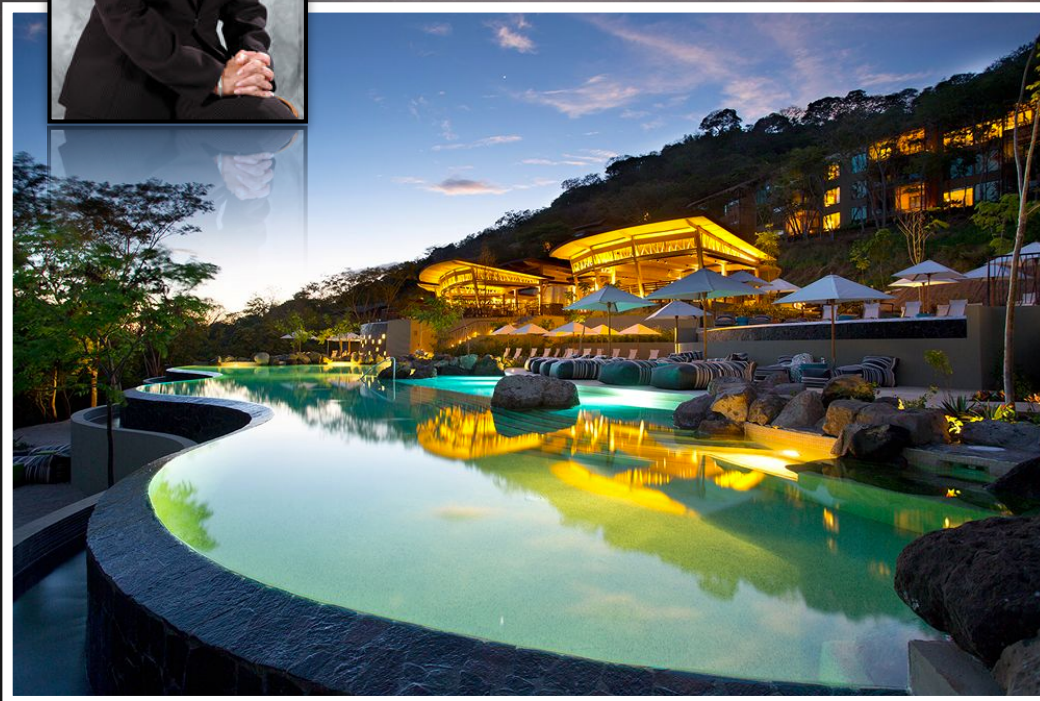
**“Speak in a language that CEOs
can understand and embrace.”**



Communicating With & Presenting to the C-Suite



Betsy Bondurant, CMM, CTE



HYATT®

2014 Insurance & Financial
Business Exchange

**“Strategic Meetings
Management Programs”**



Communicating With & Presenting to the C-Suite





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?**



Communicating With & Presenting to the C-Suite

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



Knowing the right place and time to deliver

37%

Thinking like a “C”

25%

Gauging their individual communication styles

18%

Being prepared for their responses

13%



Communicating With & Presenting to the C-Suite

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?



Communicating With & Presenting to the C-Suite

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



**Gauging their
individual
communication
styles**

What are some of the different styles?

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



Communicating With & Presenting to the C-Suite

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

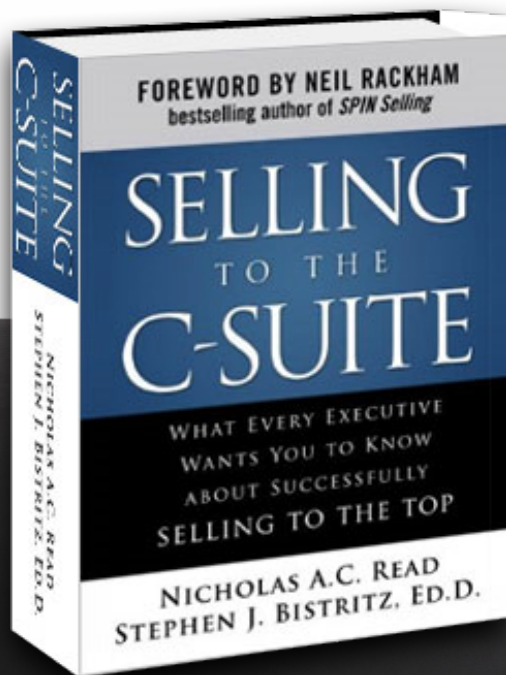


**Be prepared for
their responses**

Are you really prepared for ANY
response they may come
back with?



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CEO's Expectations (Scoring 1-5)



	SCORE
“Have an ability to marshall resources”	4.44
“Understands my business goals”	4.40
“Be responsiveness to my requests”	4.36
“Have a willingness to be held accountable”	4.32
“Have a knowledge of company products”	4.08
“Demonstrate an ability to solve problems”	4.00



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KPI's **(Key Performance Indicators)**



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**Key performance indicators (KPI's)
define a set of values used to
measure against.**



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**These raw sets of values, which are fed
to systems in charge of summarizing
the information, are
called indicators.**



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**Indicators identifiable and marked
as possible candidates for KPIs can
be summarized into the following
sub-categories:**



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**Quantitative
Indicators** that can
be presented
with a number.

**Qualitative
Indicators** that can't
be presented
as a number.



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Leading Indicators
that can predict the
outcome
of a process

Lagging Indicators
that present the
success
or failure post hoc



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Input Indicators
that measure the
amount of resources
consumed for outcome

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



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Practical Indicators
that interface with
existing company
processes.

Process Indicators
that represent the
efficiency or the
productivity of the
process



Communicating With & Presenting to the C-Suite



Directional Indicators
specifying whether or
not an organization is
getting better.

Actionable Indicators
are sufficiently in an
organization's control to
effect change.



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Financial Indicators used in
performance measurement and
operating index.



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



✓ Quantitative	Input	Directional
Qualitative	Output	Actionable
✓ Leading	Practical	✓ Financial
Lagging	✓ Process	

“Ok, this is all great information - but how do I turn this into an effective presentation to my CEO?”



Best
Practice

In Creating Your Presentation

DEFINE
MEASURE
ANALYZE
BUILD
IMPLEMENT



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

ANALYZE the opportunities



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



Communicating With & Presenting to the C-Suite

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

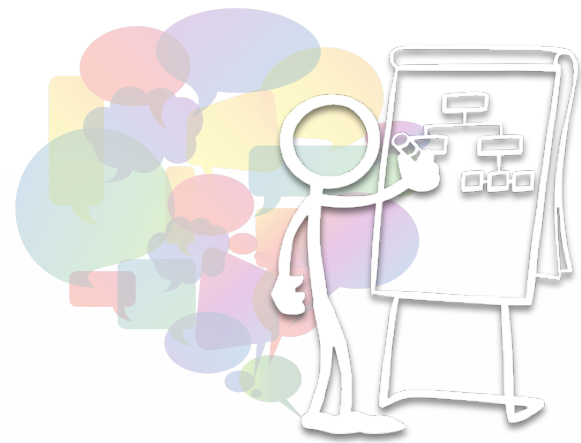


Communicating With & Presenting to the C-Suite

**One important
component to remember...**



**Effectively Communicate Within the
Initiative/Program**
(Inter-Departmental Communication)



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**What are the components of a successful
internal communications policy - **post
implementation?****



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**Thinking about what success looks
like on this topic...**



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So when you find...



**Short attention
spans**

Your own fear

Limited time

**Speaking the
right language**

a problem...



Communicating With & Presenting to the C-Suite

Do's & Dont'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

ARMARION SOLUTIONS
COMMUNICATIONS • CONSULTING • TRAINING

Communicating With & Presenting to the C-Suite

C
The biggest challenges when communicating with or presenting to the C-Suite

- Knowing the right place and time to deliver: 37%
- Thinking like a "C": 25%
- Gauging their individual communication styles: 18%
- Being prepared for their responses: 13%

Does your program/initiative have an effective communications component? If so, what have been your biggest successes?

- 7% Communication among internal clients more effective
- 7% Key Performance Indicators in solid and in place
- 13% 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
- 56% We are still in the process of defining the components

BEST PRACTICE

DO THIS	DON'T DO THIS
Show the Business Impact	Assume They Already Know
Be Direct	Give Too Much Information
Be Transparent	Try and Hide Deficiencies
Stay Focused on Facts	Share Your Opinions
Be Human & Authentic	Be a Robot
Provide a Call To Action	Be Ambiguous & Unfocused
Stay Objective	Take Things Personally

If NOT, what would be most beneficial to you in a session on effective C-Suite communications?

- 7% Sharing my strategies to make sure I am on the right track
- 20% Learning from others how they have accomplished it
- 33% Identifying the steps to creating it
- 40% Learning specific best practices (tips & tricks)

TIPS & TRICKS

BEST PRACTICE
Know Your 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:

- Quantitative Indicators** that can be presented with a number.
- Qualitative Indicators** that can't be presented as a number.
- 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
- Process Indicators** that represent the efficiency or the productivity of the process
- Output Indicators** that reflect the outcome or results of the process activities
- Practical Indicators** that interface with existing company processes.
- Directional Indicators** specifying whether or not an organization is getting better.
- Actionable Indicators** are sufficiently in an organization's control to effect change.
- Financial Indicators** used in performance measurement and operating index.

BEST PRACTICE
Presenting Your Business Case

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

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

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ANALYZE the opportunities

- Identify process efficiencies
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BUILD the framework for the program

- Engage team in review of research findings
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IMPLEMENT the Program/Initiative

- Educate, market, maintain and improve the new environment
- Display the maximization of value via ongoing communications



YOUR TAKEAWAY Simple One-Sheet Guide

A woman with brown hair is peeking over a black horizontal surface. Her eyes are wide open, and she has a determined expression. A speech bubble above her head contains the text "I can do this!". To the left of the woman, there is a cluster of colorful, overlapping speech bubbles in shades of red, blue, yellow, green, and purple. In the bottom right corner, there is a white stick figure standing next to a flip chart. The stick figure is pointing at a diagram on the chart, which consists of a hierarchy of boxes. The background is white.

"I can do this!"

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