

**WELCOME TO:**

**EFFECTIVE  
COMMUNICATIONS**

**Vancouver, BC**

**June 7, 2008**

**Speaker: Roger Killen**

# GREAT BUSINESS SKILLS

1. Experience
  2. Professional / technical skills
  3. 'Soft' skills:
    - communications
    - networking
    - leadership
- } Nice-to-have life skills;  
must-have business skills

# EFFECTIVE COMMUNICATIONS



As good health is to quality of life, effective communications - credible, confident, clear and compelling - are to business success:



# BUSINESS APPLICATIONS OF EFFECTIVE COMMUNICATIONS

1. Leadership
2. Networking
3. Make sales
4. Raise Capital
5. Attract talent
6. Attract partners
7. Delegate
8. Give instructions
9. Negotiate
11. Chair meetings
12. Trade shows
13. Media exposure
14. Customer Service
15. Resolve conflicts
16. Avoid misunderstandings

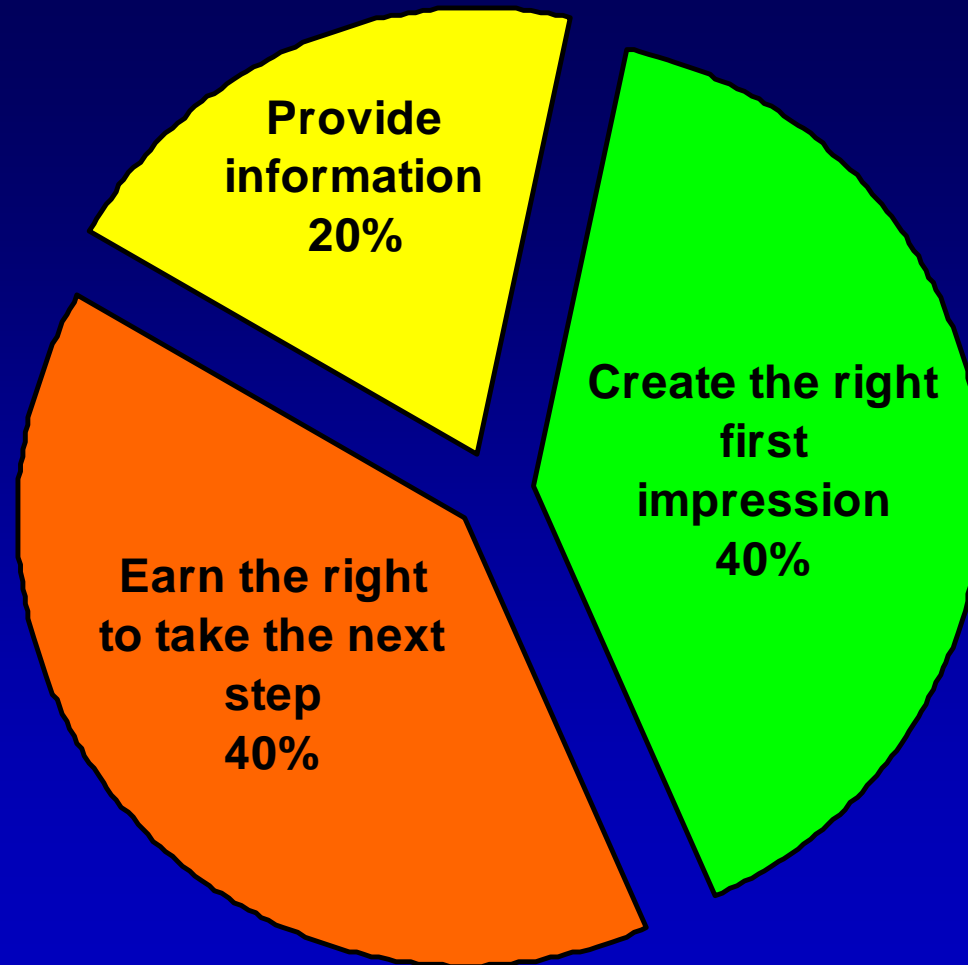
Q What steps are you taking to develop your communication skills?

# EFFECTIVE COMMUNICATIONS

## KEY INGREDIENTS:

1. Content
2. Delivery

# ELEVATOR PITCH



# ELEVATOR PITCH

## CONTENT / DELIVERY CHARACTERISTICS:

- Short: ≈ 30 seconds
- Simple: jargon-free, everyday language
- Less is more: it communicates enough but not everything
- Intriguing: whets listeners' appetites to know more
- Descriptive: how will you change your customers' lives
- Persuasive: delivered passionately in sound bites
- Evokes action: contains a specific 'call to action'
- Stakeholders: Investors, Directors, Managers

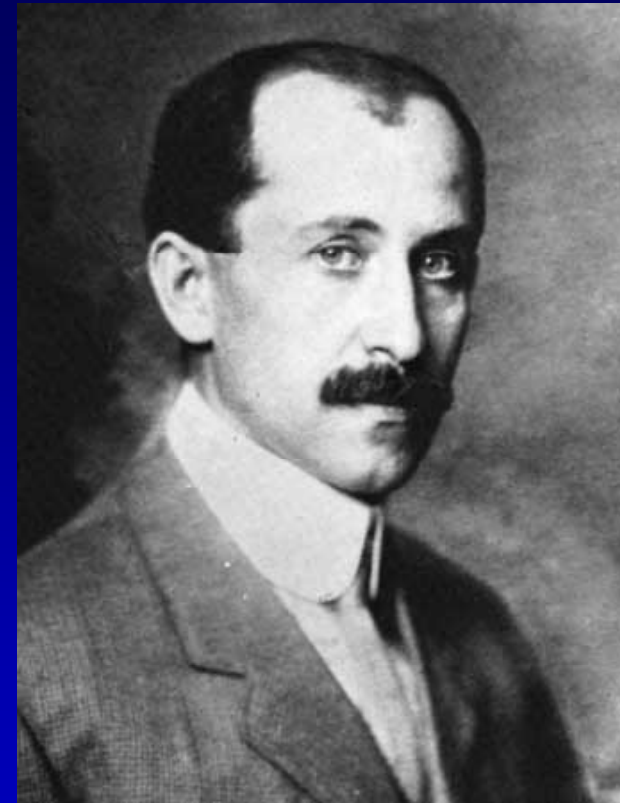
# ELEVATOR PITCH

## SUGGESTED STRUCTURE:

- **NAME** - yours and that of your business
- **PROBLEM** – what is the problem that your business addresses
- **MARKET PAIN** – what are the consequences of this problem
- **VISION** – how are you going to change the world and for whom are you going to change it
- **CALL TO ACTION** – what specific action do you want the potential Stakeholder to take

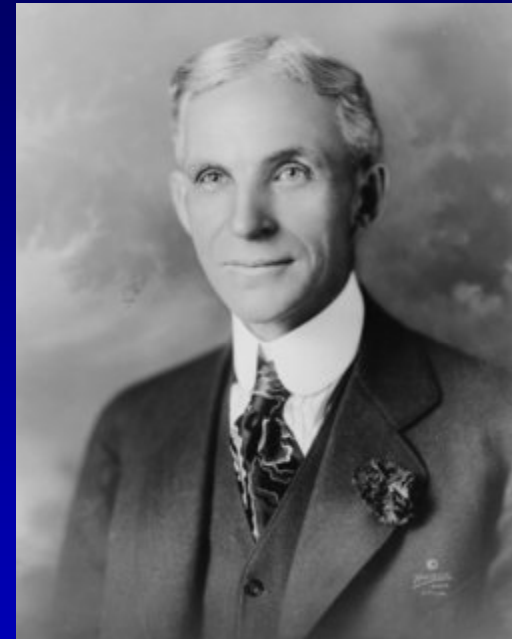
# EXAMPLE FROM 1903

- **NAME:** I'm Orville Wright from Wright Bros
- **PROBLEM:** Mankind can't travel long distances quickly
- **MARKET PAIN:** This limits our ability to explore the world and trade perishable goods
- **VISION:** But at Wright Bros. we are making the world accessible
- **CALL TO ACTION:** Let's discuss you helping make this dream a reality ... on our management team



# EXAMPLE FROM 1908

- **NAME:** I'm Henry Ford from the Ford Motor Company
- **PROBLEM:** The price of a reliable car is very high
- **MARKET PAIN:** This restricts peoples' mobility
- **VISION:** At Ford we're making reliable road travel affordable for average Americans
- **CALL TO ACTION:** Let's discuss you making history ... as a Director on our Board



# EXAMPLE FROM 1985

- **NAME:** I'm Howard Schultz from Starbucks
- **PROBLEM:** Drip coffee served in a Styrofoam cup doesn't produce a quality product
- **MARKET PAIN:** and doesn't add to the quality of coffee-drinkers' lives
- **VISION:** At Starbucks we're making coffee, and coffee drinkers' lives, richer and fuller
- **CALL TO ACTION:** Let's discuss why you might invest in Starbucks



# EXAMPLE

- **NAME:** I'm Roger Killen from Waterford Executive Services Ltd.
- **PROBLEM:** 96% of Start-ups fail to survive to celebrate their 10<sup>th</sup> birthday
- **MARKET PAIN:** When they fail they leave behind massively damaged Founders and Stakeholders
- **VISION:** At Waterford we equip Start Ups to succeed
- **CALL TO ACTION:** Let's chat about boosting your start-up's success probability



# DELIVERY SKILL DEVELOPMENT CHOICES

- Toastmasters International
- Dale Carnegie Training
- Junior Chamber of Commerce
- Continuing education courses
- Coaches:
  - Geoffrey X. Lane Training
  - Jesai Jayhmes Voice Training

# TOASTMASTERS INTERNATIONAL

- 211k members, 11.3k clubs, 91 countries
- Visit [www.toastmasters.org](http://www.toastmasters.org)
- Meeting locations – scroll to Canada, Enter
- Next Options – scroll to British Columbia
- Next Options – scroll to Vancouver
- Enter your parameters (e.g., Eligibility requirements, PM, Wednesday) - Find
- Visit each club's website for further information
- Visit each club as a guest
- Join the club that works best for you

# VANCOUVER ENTREPRENEURS TOASTMASTERS CLUB

- 'Where entrepreneurs train to succeed'
- Run by entrepreneurs for:
  - Current entrepreneurs
  - Future entrepreneurs
  - Service providers to entrepreneurs
- Wednesday evenings 7:00pm – 9:00pm
- Attend as a guest up to 3 times
- Visit [www.vetc.ca](http://www.vetc.ca)

# GREAT BUSINESS SKILLS

1. Experience
2. Professional / technical skills
3. 'Soft' skills:
  - communications
  - networking
  - leadership

# IMAGINE THE CONSEQUENCES

- ↑ Leadership
- ↑ Networking
- ↑ Sales
- ↑ Capital raising
- ↑ Attract talent
- ↑ Delegate
- ↑ Conflict resolution
- ↑ Negotiate
- ↑ Run meetings
- ↑ Customer service



# SUCCESS

## SUCCESS IS A CHILD OF 2 PARENTS:

- Knowing what to do
- Doing what you know
- If it is to be it is up to me

“Winners are simply willing to do what

**losers won't.**” Saying on the wall of the downtown Los Angeles boxing gym in the movie Million Dollar Baby.



**Employers  
Stakeholders**



**Great  
communicator**

# CO-ORDINATES

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