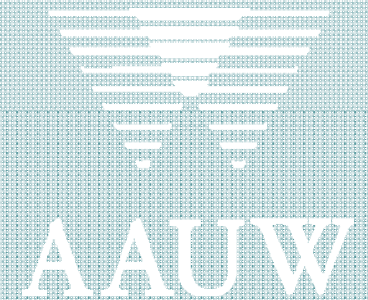
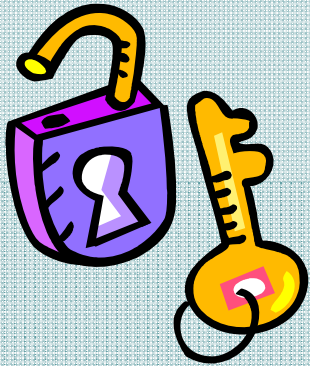


Keys to Corporate Conversations

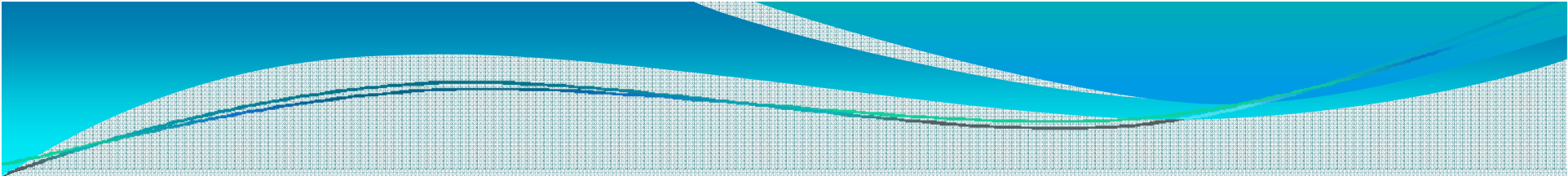


Tamara Brown
AAUW Leadership Corps
July, 2010



So

*You have a project
that needs support?*



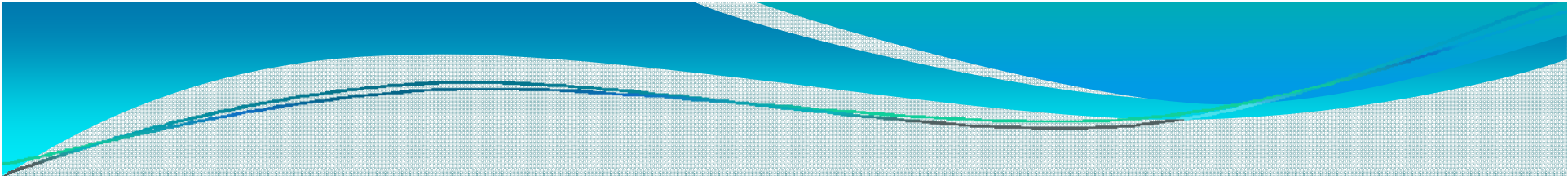
*What are your
Challenges?*

Stonecutters & Poets

- Who are you?
- Connect the great variety of gifts, talents, and resources through external partners

*What do you want to do,
accomplish, produce?*





*What do you want to do,
accomplish, produce?*

Who can possibly help?

Who is Your Audience?

➤ Company, University, Foundation

➤ Potential relationships:

Funding, Venue/In-kind, Publicity, Partnership

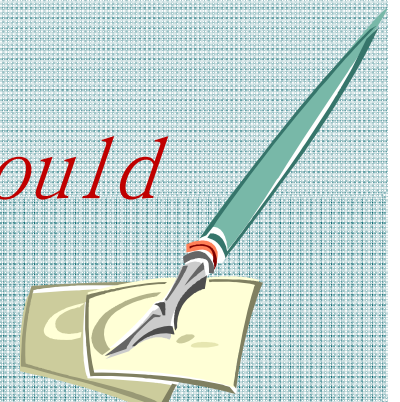
Who is Your Audience?

- Primary motivations may differ from AAUW
- Presence in community, employee volunteering, targeted cause, other...

*What do you want to do,
accomplish, produce?*

Who can possibly help?

*List one external contact
that you have not approached/would
like to approach.*



Getting to Your Audience



- Direct: In-person or email
- Through “conductor”
- Is there a form/process?
- Pre-work/ Relationship building

Audience Factors

- Size
- Demographics (age, gender, etc.)
- Attitude
- Decision-making capability
- Level of need/desire to know
- Prior knowledge (about you and the topic)
- Level of detail they can/will handle
- Past History
- What do they need to know and why
- Motivation
- Level/seniority in organization
- How do they process information
- Attention span?
- Anticipated questions
- Anticipated objections
- What's in it for them?

Presence

- Tell your Story!
- Why is this important
- Write down the details.
- Research
 - ▶ Background
 - ▶ Process to approach

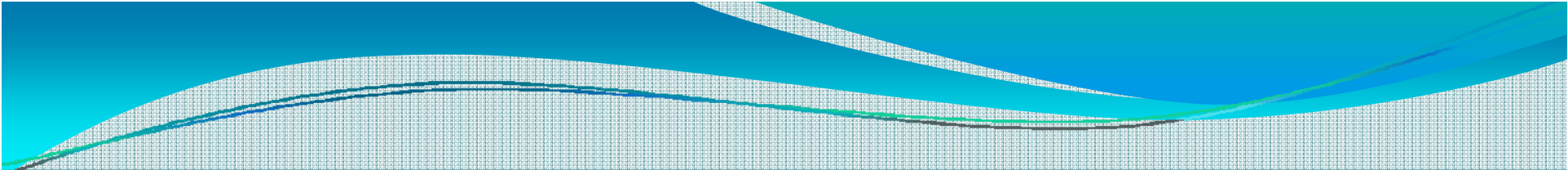
Building Blocks

- Current Situation
- Past Experience
- Need
- Choices
- Recommendations, Actions
- Request
- Past performance
- Reasons, Examples
- Solution
- **Consequences of no action**
- History
- Opportunity
- Possibilities
- **Research, Data**
- Background, Case Studies
- Causes
- Problem
- Next steps
- Strategy
- Benefits
- Results
- Challenges, Obstacles
- Constraints

Think of...

*one important audience
factor for your audience
& one building block for
your “ask” .*





*Plan for the meeting before
there is a meeting.*

- Budget-- with explanation
- Supporting Materials
- Plans for project or collaboration
- Keep in mind... *“Plan B”*

Plan with Purpose

- Inform
- Persuade
- Create buy-in/ consensus
- Educate
- Generate emotion
- Motivate
- Influence
- Build a team
- Offer a recommendation
- Entertain

Speak on the Spot

- Get their attention
- Get your point of view across
- Give examples
- Restate



This isn't the full talk, but “boiling it down” to these items helps to clarify what we need— for initial meeting or correspondence.

Speak on the Spot: Example

I'd like to get your help to address an important issue for female college students, assaults on campus.

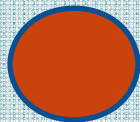
I feel that we need to do work together to raise awareness on campuses in our town.

The latest research suggests that 20-25% of students are victims, while only 5% of cases are reported. Even when reported, methods of handling differ. AAUW has a new resource guide. If the university provides a liaison to join in developing a symposium and we have the commitment from the university to host and invite students, we would be in a great place to positively address this issue on our campus.

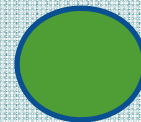
We can't let the trends continue and do nothing. That's why I think that we need to start working together on the issue of campus sexual assault.

Speak on the Spot

- Get their attention
- Get your point of view across
- Give examples
- Restate



Practice!



Feedback

- What did your partner do well?
- What would you like to have heard?
- Did she catch your attention, convey passion? Do you have concrete reasons why you should support and how?

Resources

- *“The Millwright Died” is taken from Leadership Is an Art by Max De Pree.*
- *Examples of audience factors, building blocks, purposes, “Speak on the Spot” and feedback are from Communispond Executive Presentation Skills.*
- *“Presenting to the Big Dogs” tips by Marsha Redmon.*



AAUW

Breaking through Barriers
for Women and Girls