

## Communicate for the WIN

Indiana Apartment Association  
Presented by Lori Klinka

\*\*\*What I want to improve is...

### FOCUS:

YOU- transform your nerves to energy

MESSAGE- don't get caught in the spiderweb

AUDIENCE- it's ALL about THEM!

Performance vs. Mastery

### PREPARE:

Purpose- Think- Feel- Do

Get Buy in-WIIFM

What? So what? Now what?

Virtual Presentations

Powerpoint

Rehearse

### ENGAGE:

Stories

Story Coaching

\*\*\*What I will work on is:

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