

NSA PROGRAMS

KAREN
MCCULLOUGH

Creating

**Deeper Connection
with your Audience**





Get
social
#EmpowerCX

ni



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Biggest Mistake

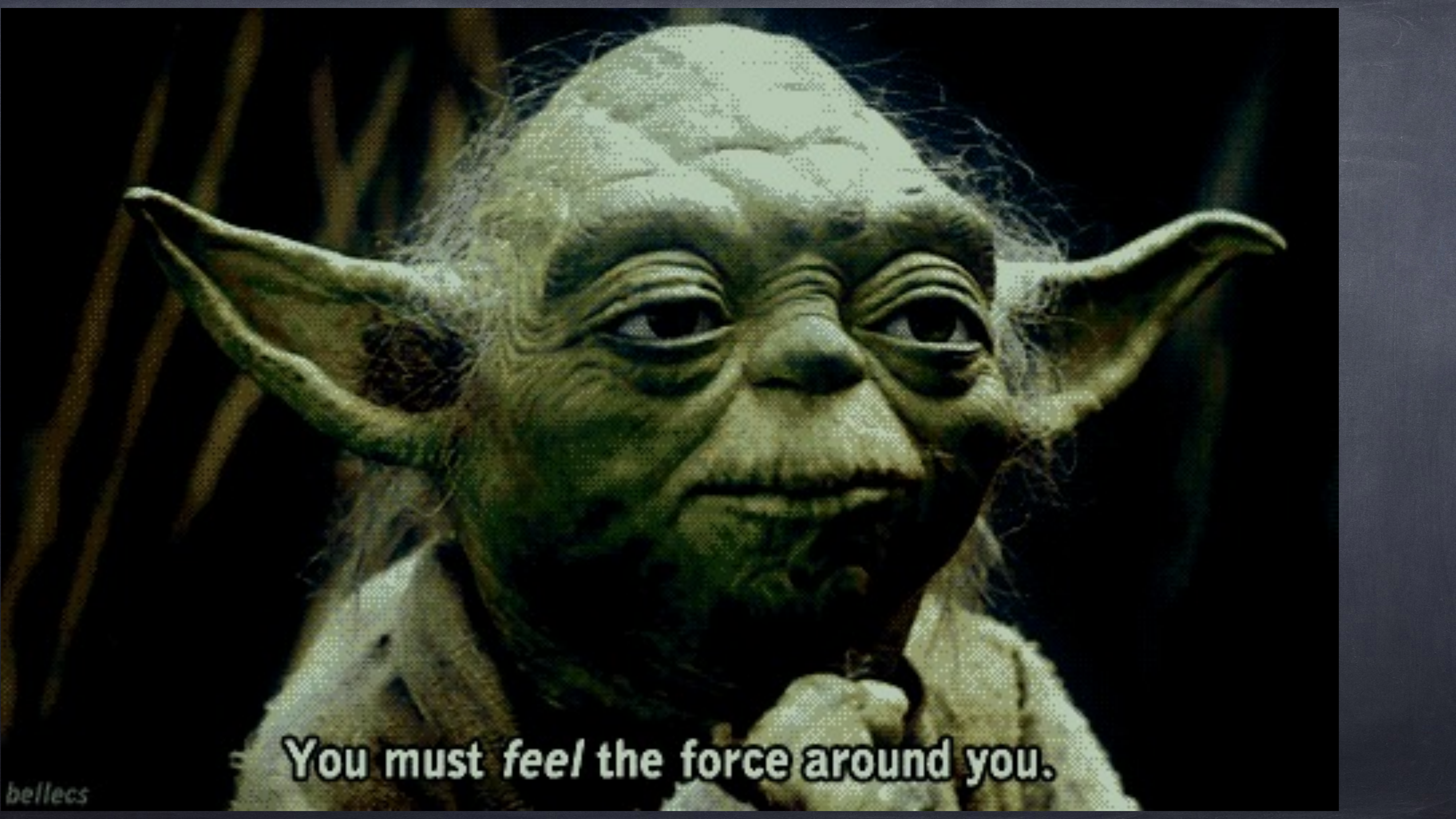


OOPS!

2002



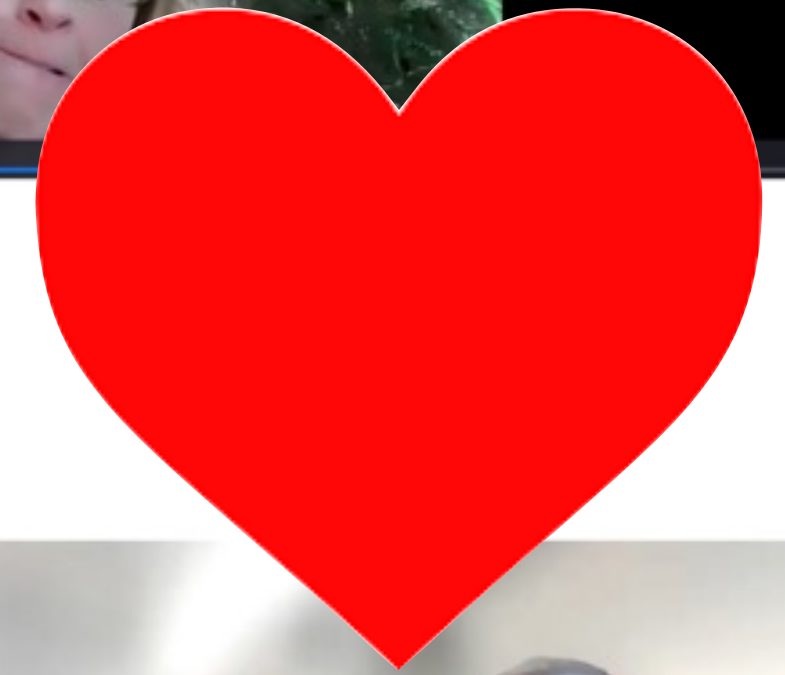




You must feel the force around you.



The Conference Call



The Killer Keynote Framework



Keynote _____

Audience _____



What problem were you hired to solve?

What does your audience need?

What does the audience want?



Why you?

Write your empathy statement... "I get it..."

Outline your expertise, credentials, and authority



What will SUCCESS look like?

What will FAILURE look like?

Your message will transform your audience from:

to:



Now add your content... the "chunks":

What Problem Were You Hired to Address?





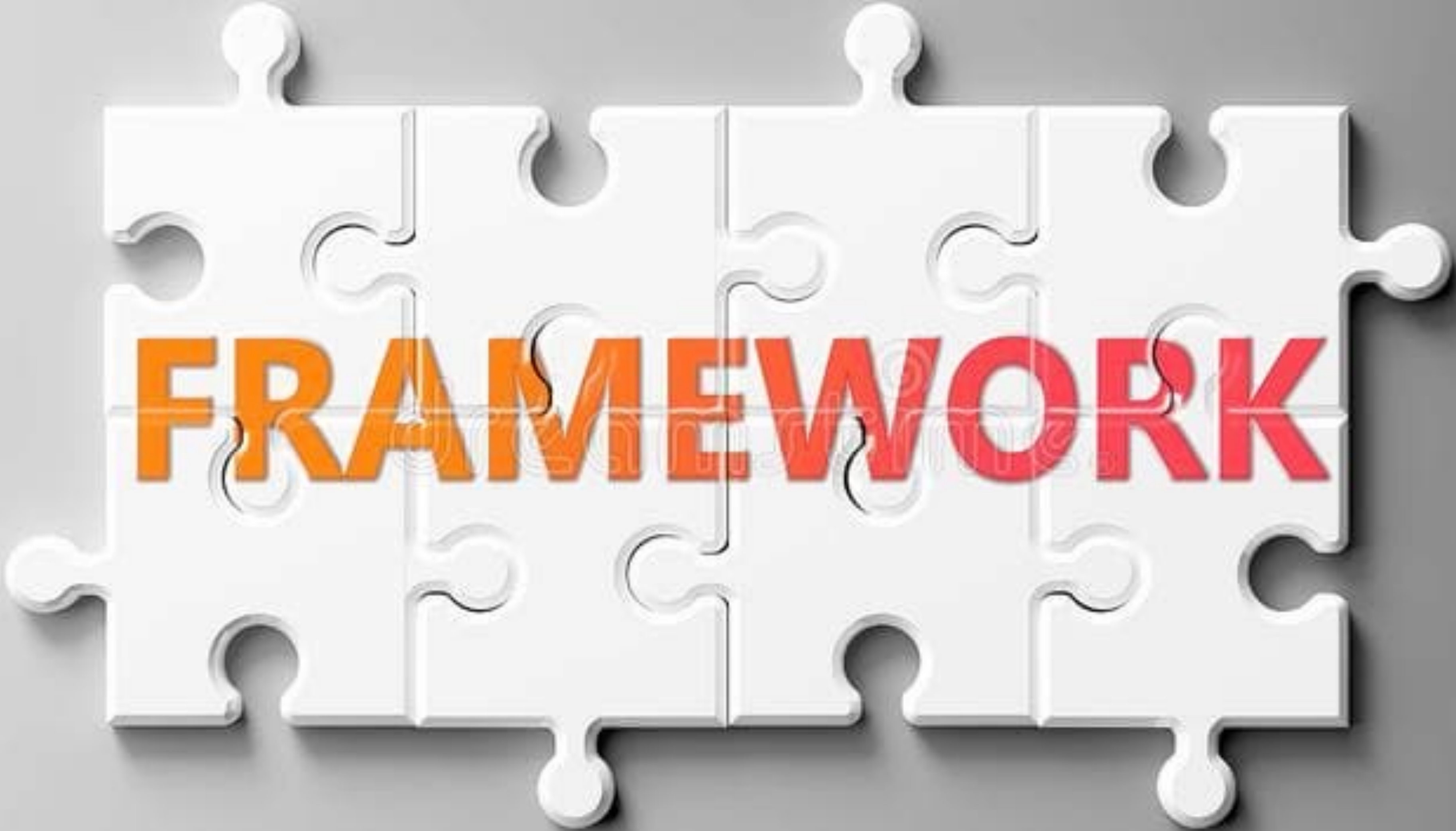
WHAT DOES
THE AUDIENCE
NEED?



WHAT DOES
THE AUDIENCE
WANT?







FRAMEWORK

Relate - Repeat - Rethink



CONNECTED.



PROTECTED.



RESPECTED.

S Specific

M Measurable

A Achievable

R Relevant

T Time-bound

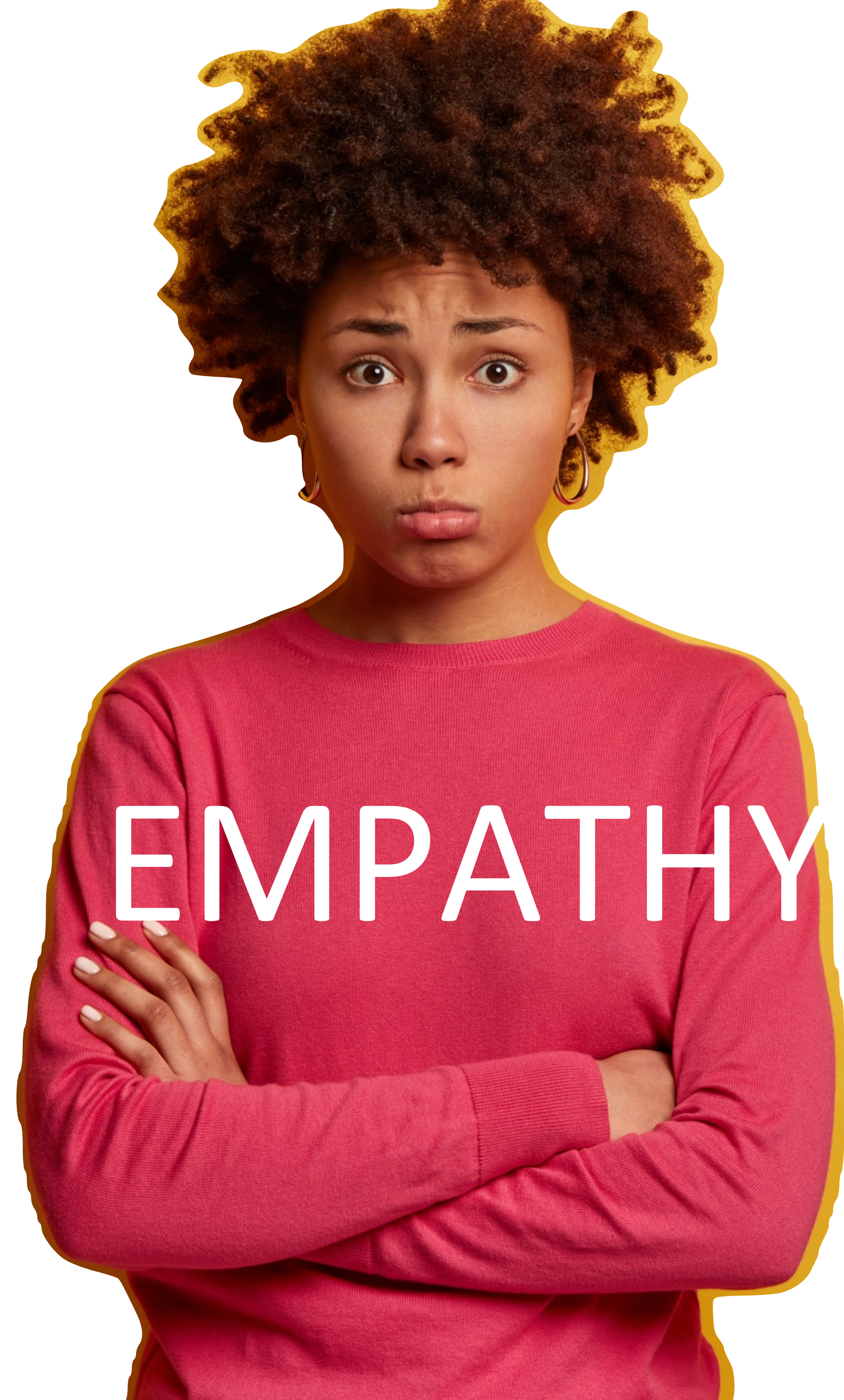
Discover - Design - Distribute - Deliver

1. 2. 3.....





WHY YOU?

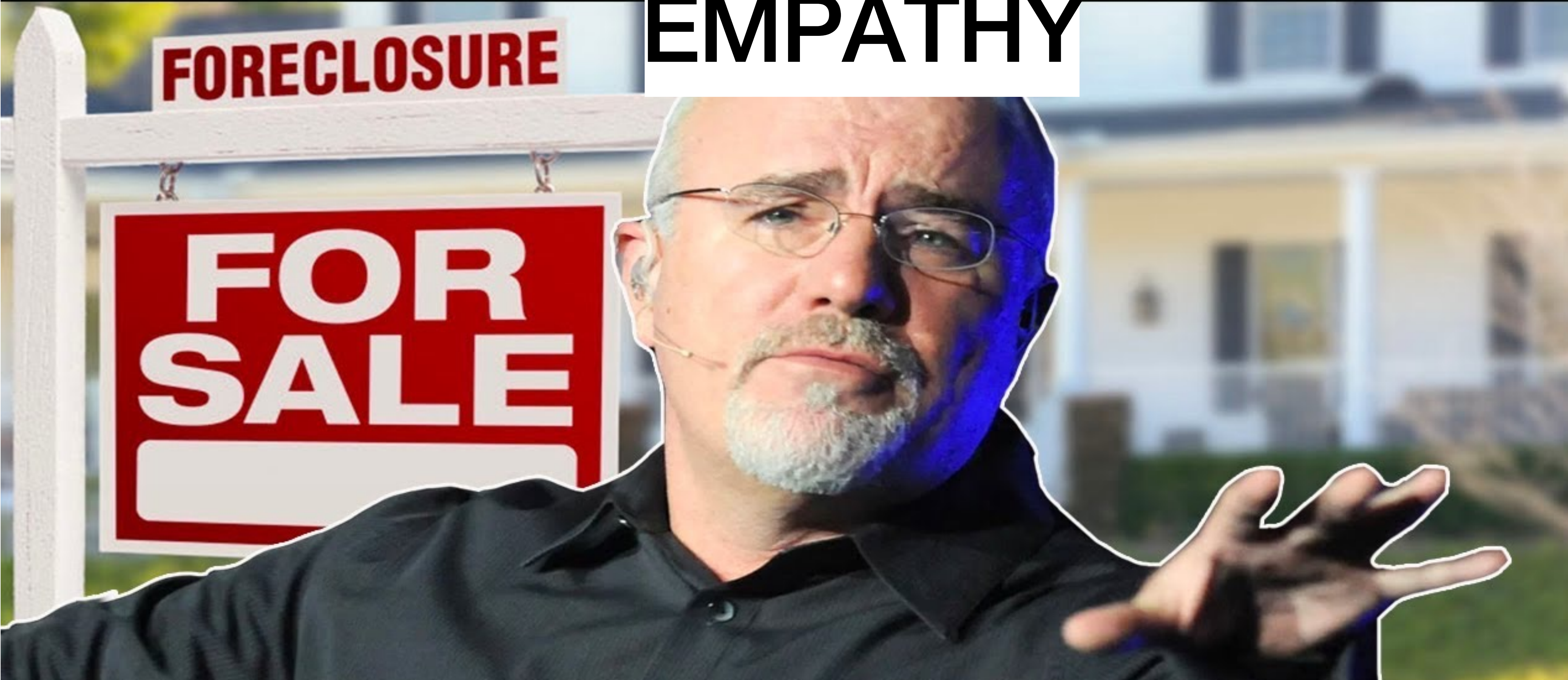


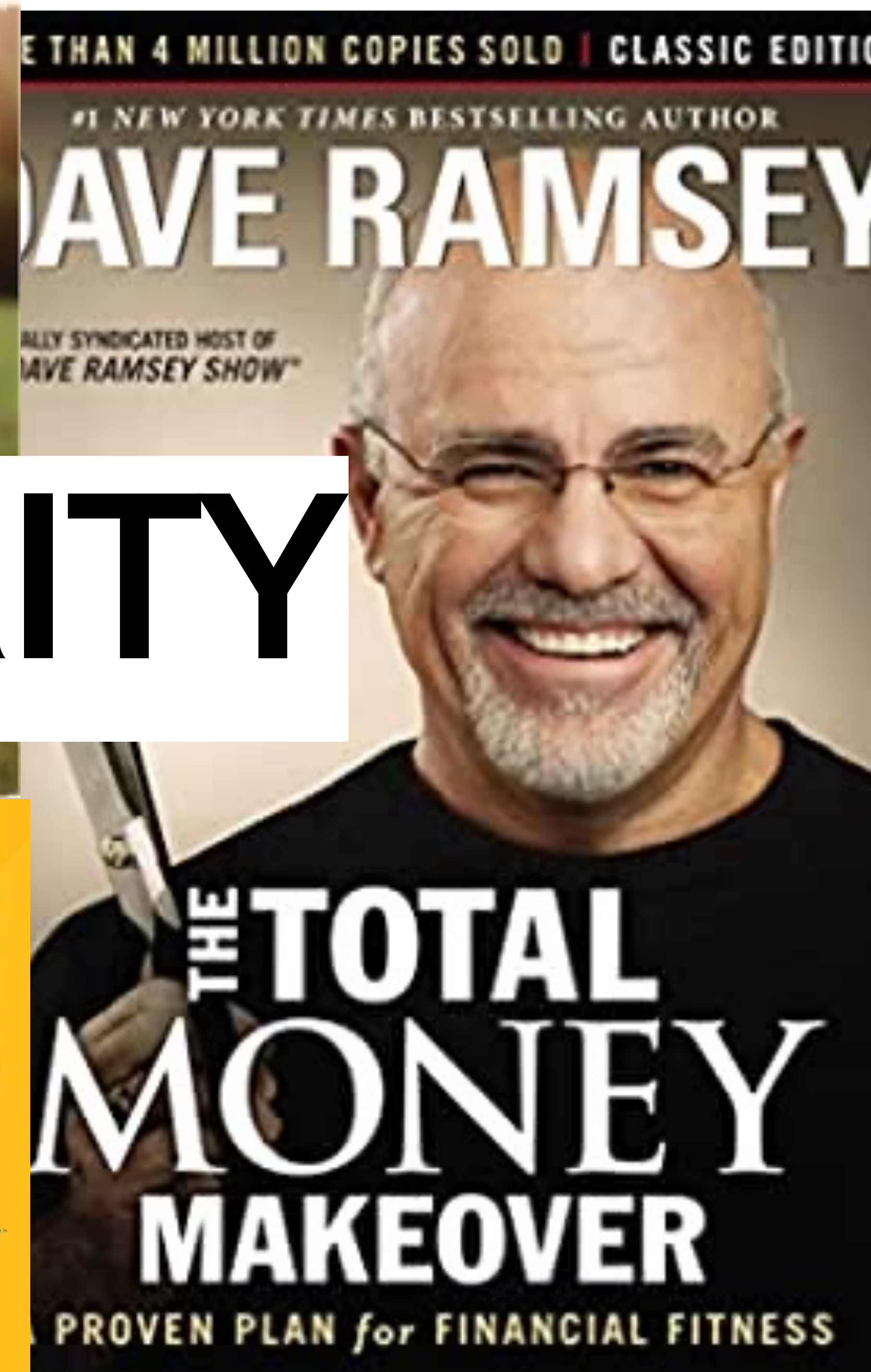
Dave Ramsey



BANKRUPT AT 28

EMPATHY





AUTHORITY



What Will Success Look Like?





What will failure look like?

“Shoot for **the moon**. Even if you miss,
you’ll land **among the stars**.”

Les Brown





CHUNKS

Too Much Content



Stories



Stories

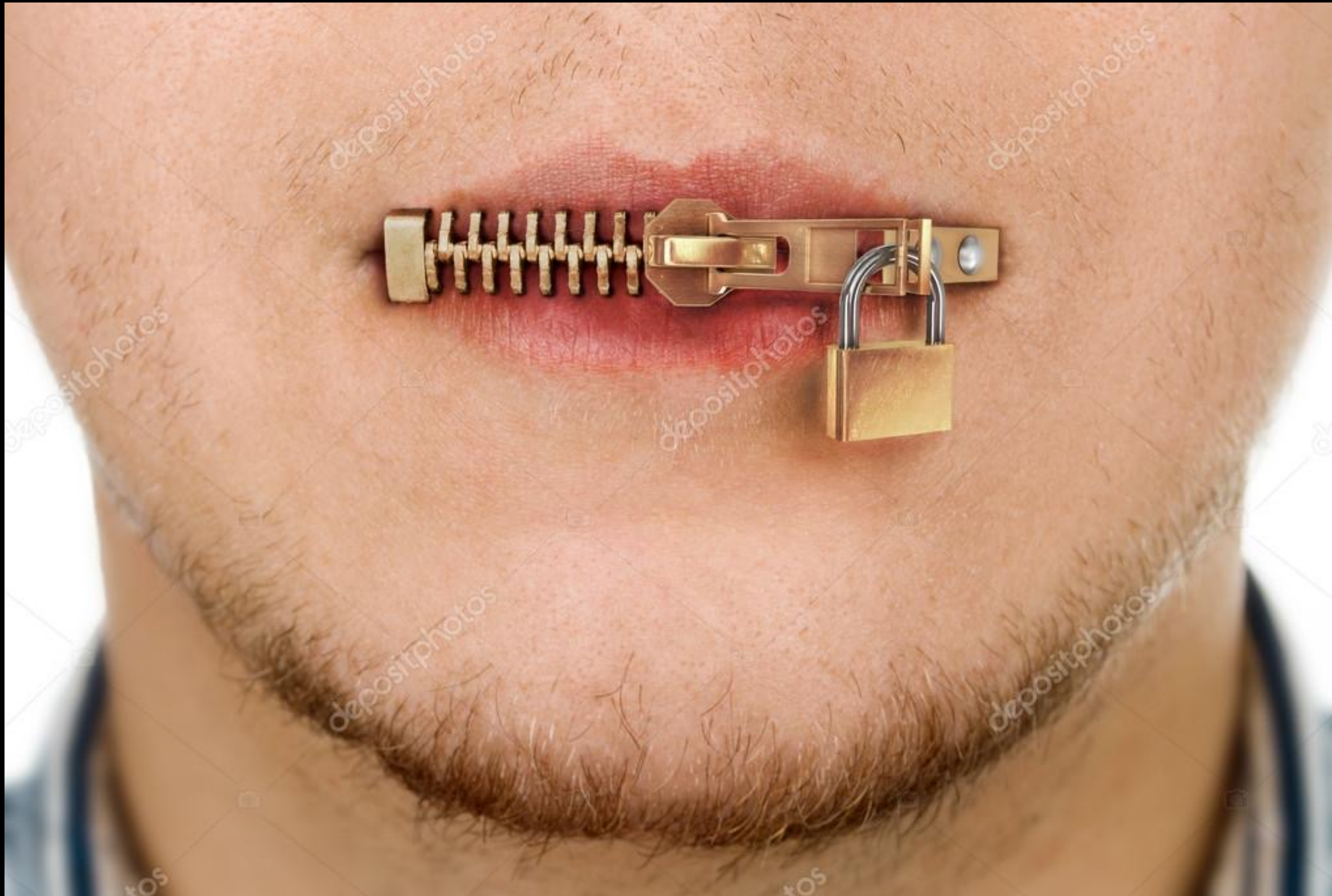
What's your point?

Make sure your
stories are in your

“Fall Line”



Make your Stories Right and Tight



**The longer
the set-up
the better your
Story
better be!**



**Take
some
RISKS!**



Why *women*
are different
from **MEN**

A collage of images featuring various people, including mentors and a 'STAY RELEVANT' graphic. The word 'Mentors' is written in large white text at the top left. Below it are several portraits of men and women, some smiling, some with expressive faces. One woman is wearing a tiger headband and a feathered necklace. In the center, a man is smiling with a beard. To the right, a woman is laughing with glasses. Below the 'Mentors' section, the words 'STAY RELEVANT' are written in large white text. Below this text is a screenshot of a CNBC market alert showing three people on a news set. The bottom right corner features a man in a suit laughing. The background is a dark, textured grey.

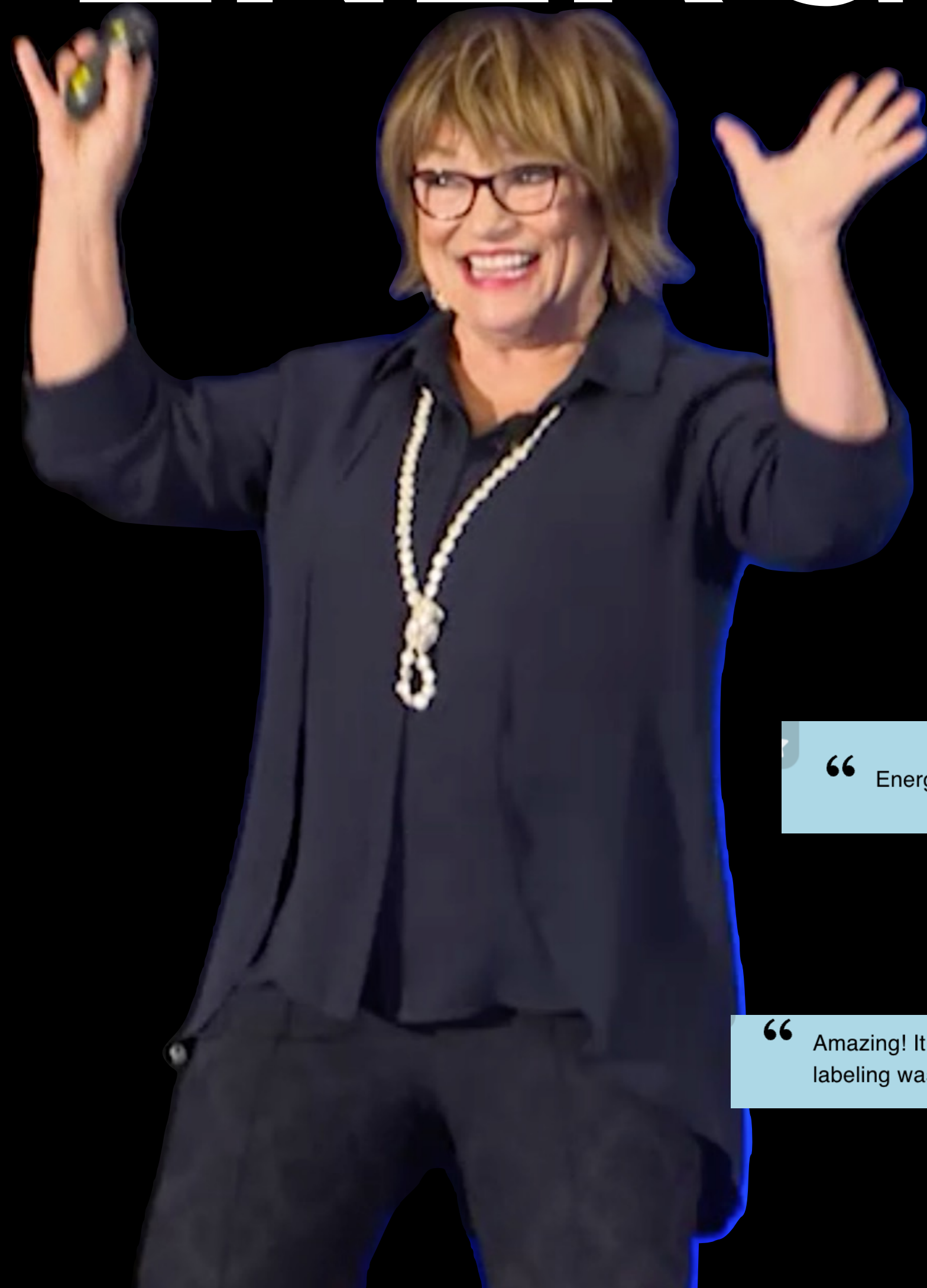


A collage of images featuring various people, including mentors and a 'STAY RELEVANT' graphic. The collage includes:

- A woman with blonde hair smiling.
- A man with glasses and a black jacket smiling.
- A man with a beard and a black jacket pointing his finger.
- A woman with a tiger headband and a black top with red feathers, shouting.
- A man with a beard and a checkered shirt smiling.
- A woman with blonde hair and glasses, laughing.
- A man with a shaved head and a black shirt smiling.
- A man with dark hair, resting his chin on his hand, smiling.
- A man with grey hair, wearing a suit and tie, laughing.
- An older man with white hair, wearing a suit and tie, smiling.
- A man in a suit and tie, laughing.
- A graphic titled 'Mentors' in large white letters.
- A graphic titled 'STAY RELEVANT' in large white letters.
- A graphic titled 'SMARTLESS' in large black letters, featuring the names JASON BATEMAN, SEAN HAYES, and WILL ARNETT, and three stylized portraits of the actors.
- A graphic titled 'FUTURES ERASE LOSSES HIGHER OPEN AHEAD' in white letters, featuring a news broadcast with three people and a table of market data.



ENERGY



“ Inspirational and relevant. Motivational. Great way to get the day started with her infectious energy.

“ Very inspiring and took the most notes at a session during the conference. Thank you for all you do and giving your energy.

“ Amazing! It was so energizing and made me change the way I think. The emotion labeling was invaluable!

“ Powerful and insightful, a thought provoking look into branding yourself and Karen was incredible you could feel her energy.

“ Inspirational and relevant. Motivational. Great way to get the day started with her infectious energy.

“ Great information. Karen is full of energy and makes the content enjoyable.

“ Very inspiring and took the most notes at a session during the conference. Thank you for all you do and giving your energy.

“ It was a hoot! Fun and engaging and entertaining while providing relevant insights.

“ Energy filled eye opening speech for work and everyday life

“ Amazing! It was so energizing and made me change the way I think. The emotion labeling was invaluable!

“ Lots of energy & enthusiasm with actionable benefits!



OPENER



**SOUTHLAND
HARDWARE**
THE STORE THAT HAS
"Almost" EVERYTHING

I Love
Do It Best
Hardware Stores
Like Southland

do not know
her hand is on
shoulder

who is she?

Southland
HARDWARE



Give feedback to Karen

1. Scan this QR



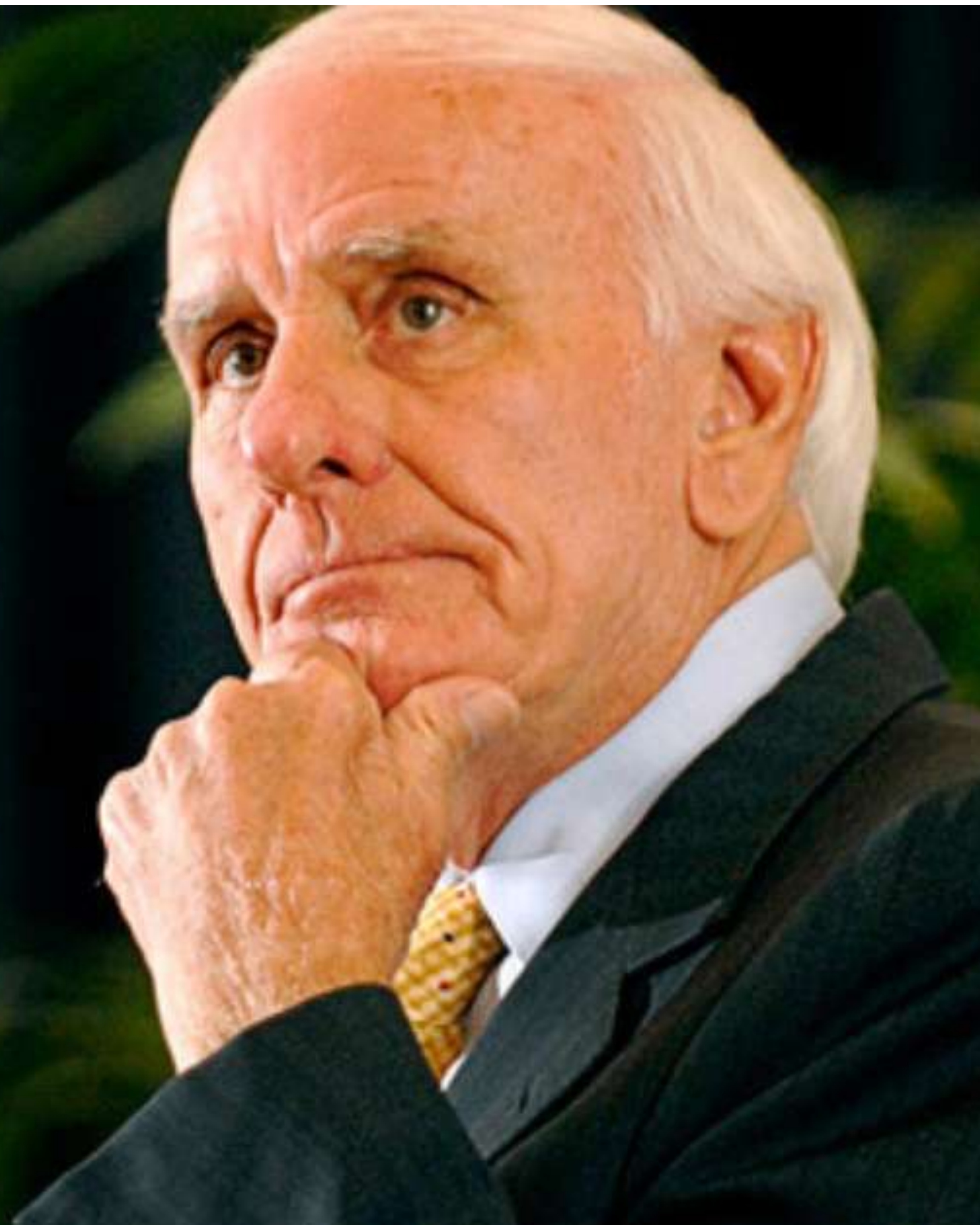
or go to talk.ac/karenmc

2. Enter this code
on the screen

NSA

CLOSING

**Remember
to add
The Motivation
Give
Them
HOPE**



NSA PROGRAMS

KAREN
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YOUR *Killer*
Keynote
ACADEMY

