

The Art of Communicating for Finance Officers

Building the Skills to Speak & Write
to Influence Decision Makers

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CSMFO Pre-Conference Training
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INTRODUCTION

- Vice President, Center for Digital Government, e.Republic
 - Responsible for County and City CIO initiatives
 - Mission: to “Make Government Better”
 - 31 years of government experience
 - Former Deputy County Executive/CIO, Oakland County, Michigan



PURPOSE

This course will focus on the skills necessary to effectively present orally and in writing to groups of all sizes.



PURPOSE

Some finance officers consider communicating to be low on their priority list but in reality, they cannot perform their functions without effectively communicating with the public and various governmental groups.



PURPOSE

This course will provide a hands-on experience where everyone will have the ability to communicate to a group on various topics both orally and in writing. An attendee should expect to have the requisite skills and be qualified to communicate with people by the end of this course.



WHY

Discover CSMFO



TED VIDEO

Simon Sinek

“How Great Leaders Inspire Action”
(18 minutes)

Source: Ted.com



WHY

Discover CSMFO



**PROVIDE
SERVE
HELP**



FINANCES



EXERCISE #1



UNDERSTANDING YOUR WHY!

Introduce yourself to the class

- Your name
- Your title
- Your community
- Your WHY (briefly 😊)



GROUP DISCUSSION



WRITTEN



WORDS





THE WORDS

This writing stuff is:

- Time Consuming
- Difficult
- Confusing
- Embarrassing
- Not Needed



THE WORDS

What are you afraid of?

- Failure
- Being Misunderstood
- Being Negatively Critiqued
- Being Laughed At



OPPORTUNITY





THE OPPORTUNITY

This writing stuff is:

- Thought Provoking
- Motivating
- Engaging
- Rewarding
- Full of Ideas and Story Telling



THE OPPORTUNITY

How do I prepare for success?

- Organize your thoughts and create an outline
- Write at the right level to ensure everyone understands
- Tell your story with a beginning, middle, and end
- Show your passion and have fun!



COMPONENTS OF WRITING

- Words and Phrases
- Purpose of Writing
- Planning to Write
- Solid Word Mechanics
- Subject
- Story Telling



WORDS & PHRASES

- Right Level
- Proper Structure
- Avoid Confusion
- Clarity
- Tense



EXERCISE #2



WHAT WORDS TO USE?

Create lists of words

- 1st Column – Words to use at right level
- 2nd Column – Words to use to avoid confusion
- 3rd Column – Words that add clarity
- What tense should you use when writing a formal communication?



GROUP DISCUSSION



SOLID WORD MECHANICS

- Grammar
- Type of Writing
- Purpose of Writing
- When Enough is Enough
- Get to the Point!



EXERCISE #3



EDITING THE MESSAGE

Edit the following message to make it more concise and better!

Hi everyone. I hope your holidays were amazing and full of incredible adventures like the one's my family and I went on to find new places and people to meet so we could learn from others and broaden our horizons. The world is an amazing place where people live together in communities that work together to make life better for everyone, is that something you experienced over your holiday times with your family? My animals were so crazy during this time because they haven't been left alone for over 2 years and that didn't sit well with them at all. The reason I am sending this message is to think about the possibility of the potential to schedule some really really important meetings that will help us plan for 2022 more effectively. What do you think about setting a series of really really important meetings to talk about some really important stuff with our teams so we can plan for 2022? Just let me know what works for you or your team as I will adjust for my team as we plan the meetings for our teams. Have a great awesome day and do good stuff ☺



GROUP DISCUSSION



PURPOSE OF WRITING

- To inform or explain
- To document
- To entertain
- To persuade
- To enlighten or reveal an important truth
- To ask a question



EXERCISE #4



PURPOSE OF WRITING

Write an email that influences someone

- Who is it for?
- Why are you writing it?
- What do you need?
- Be concise and get your message across



GROUP DISCUSSION



PLANNING TO WRITE

- Who must get the information?
- What form should it be in? (letter?)
- What style of writing?
- What tone of writing? (apologetic?)
- What information needs to be included?
- How should the information be organized?



YOUR SUBJECT

- Get to know your subject well
- Be yourself and write for you
- Find great ideas!
- Enough detail to get your point across
- Avoid trying to cover too much!



YOUTUBE VIDEO

Where Good Ideas Come From
(4 minutes)

Source: Steven Johnson



STORY TELLING

- Prepare your story
- Beginning, middle, and end
- Flow to ensure complete understanding
- Avoid trying to cover too much!



EXERCISE #5



TELLING A STORY

Write a story with a topic of your choosing

- Beginning
- Middle
- End
- Be concise and tell a good story



GROUP DISCUSSION



ORAL



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FEAR



DISCOVER CSMFO



THE FEAR

This public speaking stuff is:

- Scary
- Difficult
- Uncomfortable
- Embarrassing
- Unwanted



THE FEAR

What are you afraid of?

- Failure
- Embarrassment
- Passing Out
- Throwing Up



ADRENALINE



ADRENALINE



TED VIDEO

Megan Washington
(13 minutes)

Source: Ted.com



OPPORTUNITY





THE OPPORTUNITY

This public speaking stuff is:

- Thrilling
- Motivating
- Engaging
- Rewarding
- Full of Ideas and Story Telling



THE OPPORTUNITY

How do I prepare for success?

- Believe you know more than the person you are talking to.
- Practice in front of a mirror.
- Harness the Adrenaline Rush.
- Show your passion and have fun!



COMPONENTS OF SPEECH

- Voice
- Appearance
- Subject
- Perception



YOUR VOICE

- Volume
- Diction
- Pace
- Clarity
- Pitch
- Pauses/Filler Words



MY FILLER WORD(S)



65

In a 20 Minute Speech!



40

In a 20 Minute Webinar!



DEFEATING FILLER WORDS

- Trick your brain by writing your **Filler Word** on a piece of paper
- Keep the **paper** in front of you while you do your speech
- You will DEFEAT your **Filler Word**!!



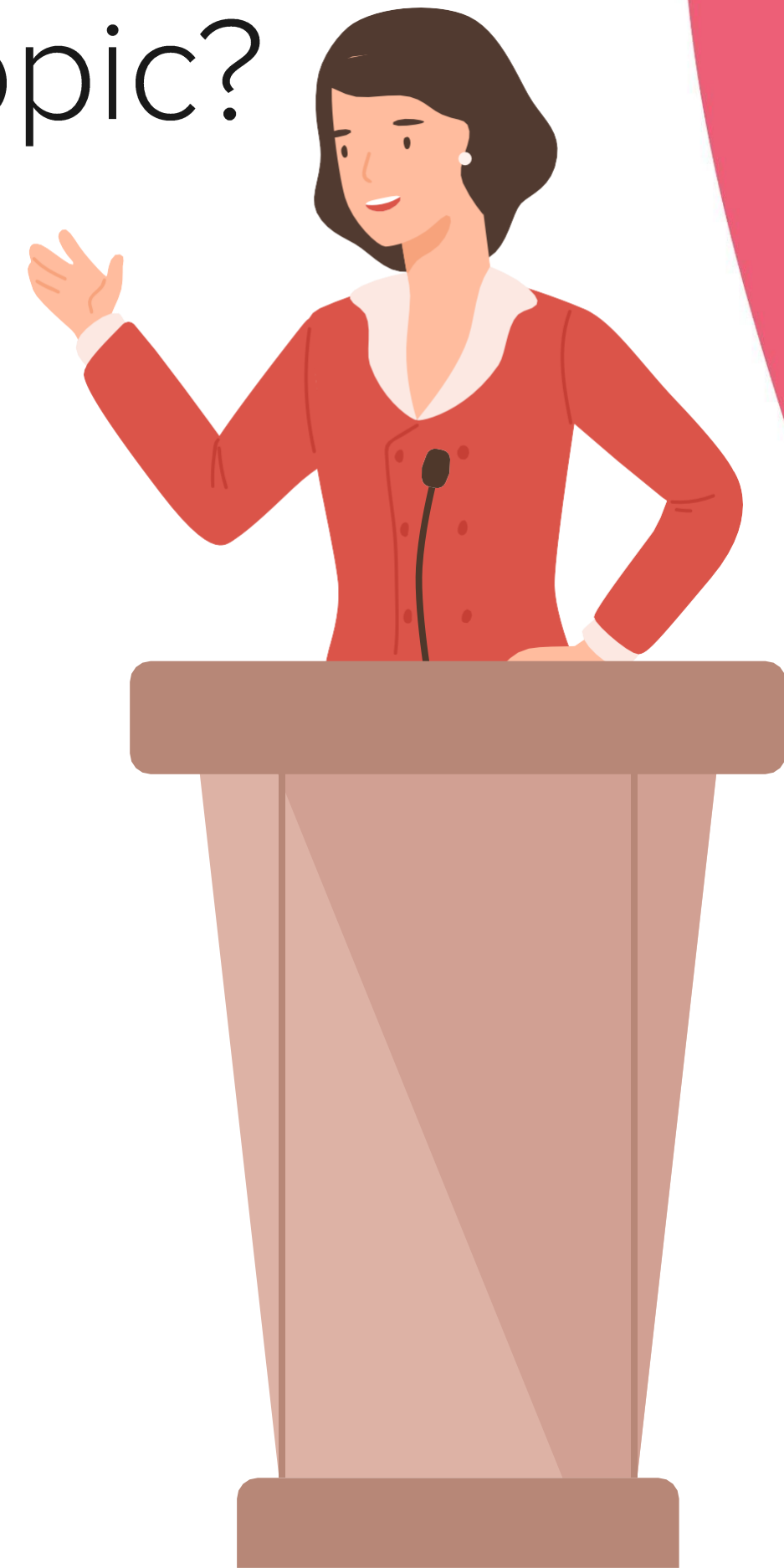
YOUR APPEARANCE

- Authority
- Attire
- Stature/Posture
- Movements/Gestures



YOUR SUBJECT

- Who knows more about your topic?
- Be yourself and leave them wanting more
- Avoid distractions
- Avoid trying to cover too much!



EXERCISE #6



KNOW YOUR SUBJECT

Create a series of subjects that fit what you do

- Is the subject clear enough?
- Will the subject be pertinent to your audience?
- Can you cover the subject in a brief talk?
- Pick the right subject for the right purpose



GROUP DISCUSSION



PERCEPTIONS

- Fear
- Opportunity
- Will they like me?
- Just be me!



PERCEPTIONS

Its Not About the Nail
(2 minutes)

Source: www.jasonheadley.com



EXERCISE #7



WHAT IS AN IMPROMPTU SPEECH?

- Select a Topic
 - Could be something you wrote about
- Prepare Comments
- Give your speech...have fun!



HOW WILL WE GIVE OUR IMPROMPTU SPEECHES TO THE CLASS

Prepare to give your speech to the
entire class.

You each have one minute to have fun!



WHAT WE LEARNED FROM OUR IMPROMPTU SPEECHES

- It is hard to develop a speech on the fly.
- We must relax and have fun.
- The audience has no idea what we are doing.
- Imagination is everything!



GROUP DISCUSSION



TAKE-AWAYS



#1

Turn **FEAR** into
OPPORTUNITY!



#2

You **PREPARED** the
paper or speech and
the other person
DIDN'T!



#3

The only way to be
GOOD at writing or public
speaking is to **DO IT** over
and over again!



#4

**GOVERNMENT
PROFESSIONALS**

are leaders who must
COMMUNICATE everyday!



#5

It is a **THRILL** to
get your **MESSAGE**
across to others
effectively!



FINALLY....

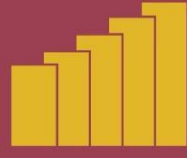
Speak/Write

Speak/Write

Speak/Write

The more you speak and write,
the better you will be!





Thank You for Attending

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