

FRIPP VT

GUIDANT
POWER
Securing Power | Ensuring Safety

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**Drive More Results
Powerful Persuasive Presentations**

Patricia Fripp, CSP, CPAE

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Your subject is of
interest to your
audience

**Everyone is more interested in
themselves than **they are in us.****



**Common
Goal
Consistent
Message**



**Without
Consistency**

**There is
No True Quality**



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**All speaking is
public speaking.**



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**Speak to be
remembered &
repeated.**



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**Practice does NOT
make perfect!**



Watch your "I" vs "You" ratio



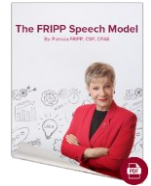
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You can feel confident...

Perhaps you agree...

Would it make sense to you if...

What in your experience does safety success look like...



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It might interest you to know...

Can you help me better understand...

How important is it to you to have...

You have three options: (DIY, work with Guidant Power, or do nothing)

**AROUSE
INTEREST
IN YOUR
SUBJECT**



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Congratulations...

Thank you for the opportunity to...

In case we have not had the pleasure

A special thank you to...

In our last conversation you...



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The one-word advantage.



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Mark your calendar for ESW 2025, March 3 – 7, 2025

ESW 2025 will be held at the Hyatt Regency
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Individuals and companies of all sizes in multiple industries...

Who want to become compelling communicators... engage my services...

So that they can gain a competitive edge.

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Companies hire us to create, more successful workplaces powered by electrical safety and reliability.

This strengthens their corporate culture and builds trust and confidence.

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Perhaps you agree...

That companies with outstanding safety records are typically well-run.

**Your own
PR Agent**



BE BETTER

WORDS TO USE
WORDS TO LOSE



**SPECIFICITY
BUILDS CREDIBILITY**

CREDIBILITY BUILDS CONFIDENCE



**"STUFF" IS
RUBBISH**





**If it Were Not
a Thing...**



**IF YOU CAN'T
WEIGH IT...**



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- Actually, literally
- Basically, simply
- Kind of, sort of
- Like, You know, I mean
- Super, You guys



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Deliver the dialogue.



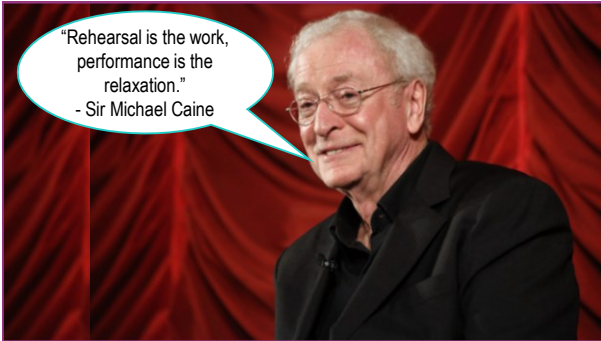
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- Day in the life...
- Something happens...
- The result of that was...
- The result of that was...

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Stories
shrink time.





SMILE
INTO
YOUR
WEBCAM!



PROJECT
ENERGETIC
INTIMACY

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www.fripp.com/GuidantPower
pfrripp@fripp.com

