



GOVERNMENT  
ACADEME  
INDUSTRY  
NETWORK, Inc.

# GAIN MASTERCLASS 6

March 24, 2023 | 9: 00 AM - 12: 00 NN

**BUILDING GLOBAL  
COMPETITIVENESS  
THOUGH THE GLOBAL  
EXECUTIVE MINDSET**

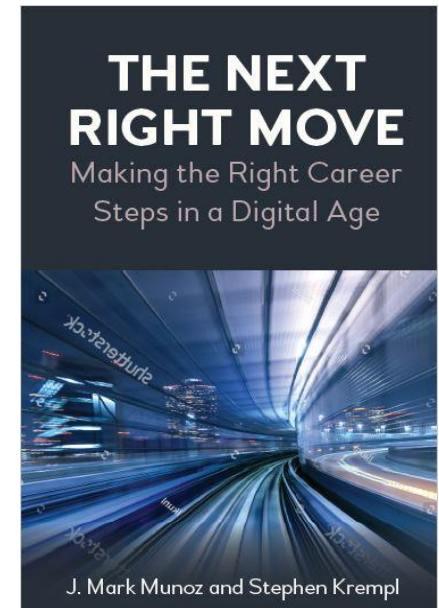
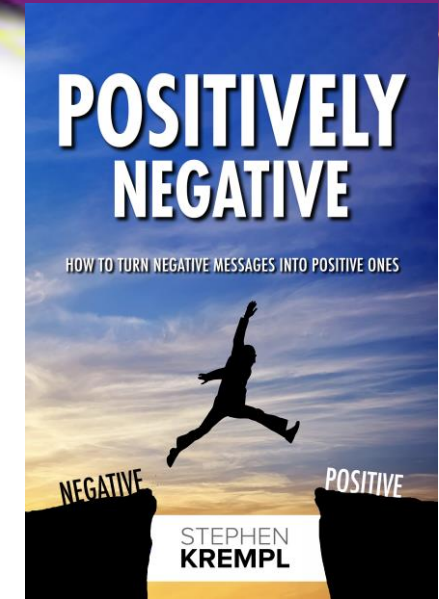
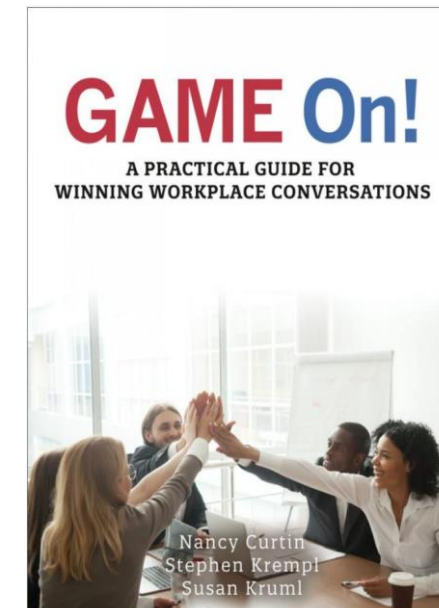
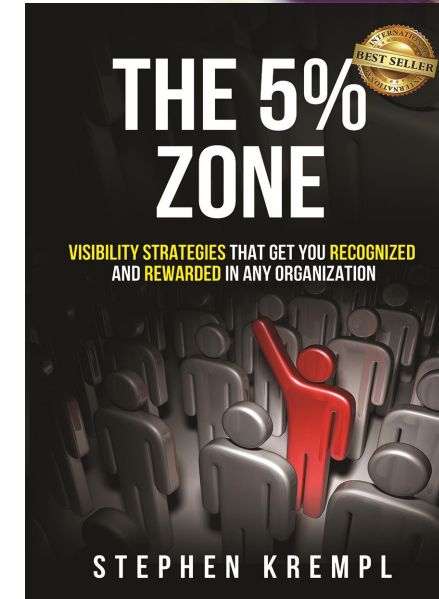
**STEPHEN KREMPL**



**STEPHEN KREMPL**  
CEO - Krempl Communications International

Stephen is an international speaker, facilitator, best-selling author, and business communication coach based in Nashville, Tennessee. Has worked with thousands of leaders in over 30+ countries.

He worked at Fortune 200 companies, **Starbucks Coffee Company**, where he was Chief Learning Officer (Seattle), **YUM Brands Inc.** VP of Yum University and Global Learning (Louisville), **PepsiCo** Restaurants International (Dallas), and **Motorola** (Singapore).



## Workplace Reality:

I have 3 questions for you

## Workplace Reality:

Why do we need to Communicate with Impact  
and Be Visible?

If you are not **Visible** you are **Invisible**  
both Locally and Globally

## On this Virtual Session we will cover:-

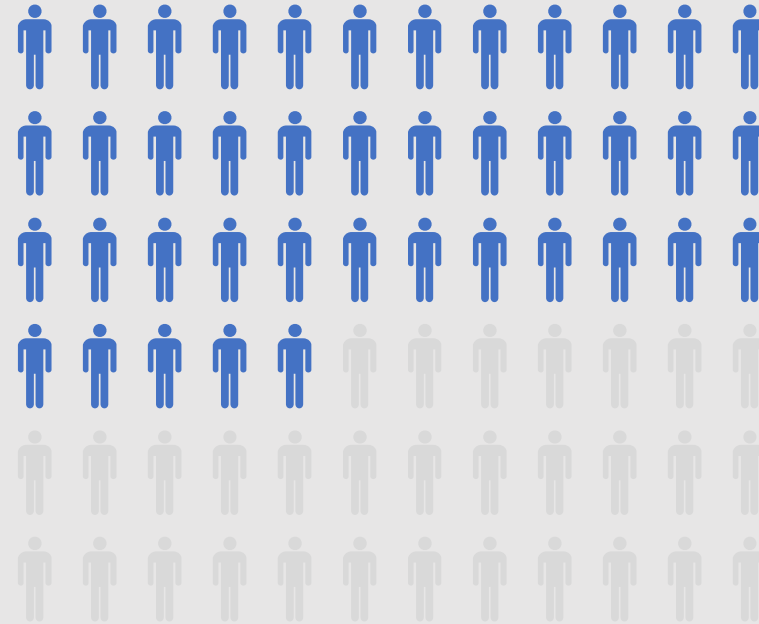
- Global Executive Mindset(GEM) model.
- Who You know or Who Know You?
- Understand the importance of the GEM Philosophy
- Discuss how and when to speak up confidently.
- Demonstrate how to stand out in an organization.

**WHO YOU KNOW!**



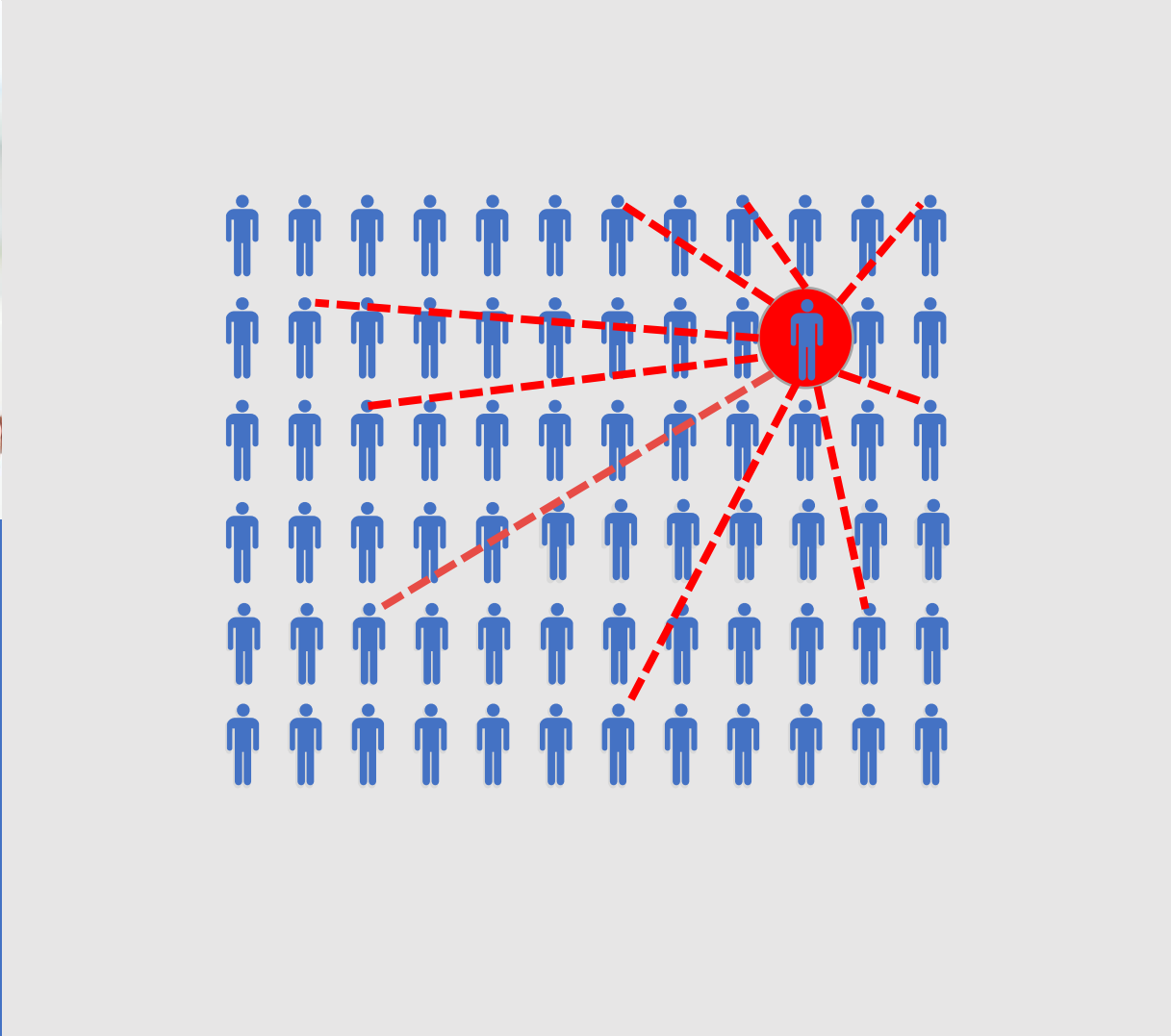
**WHO KNOWS YOU?**

It's not about  
who you know





It's about who  
knows you







Management is always  
Searching for the often  
Hard To Find and sometimes  
Invisible Internal Talent

If you are not **Visible** you are Invisible



Customers are always searching for the often hard to find vendor they can trust, who gives them value, and is memorable.

If you are not **Memorable** you are Forgettable

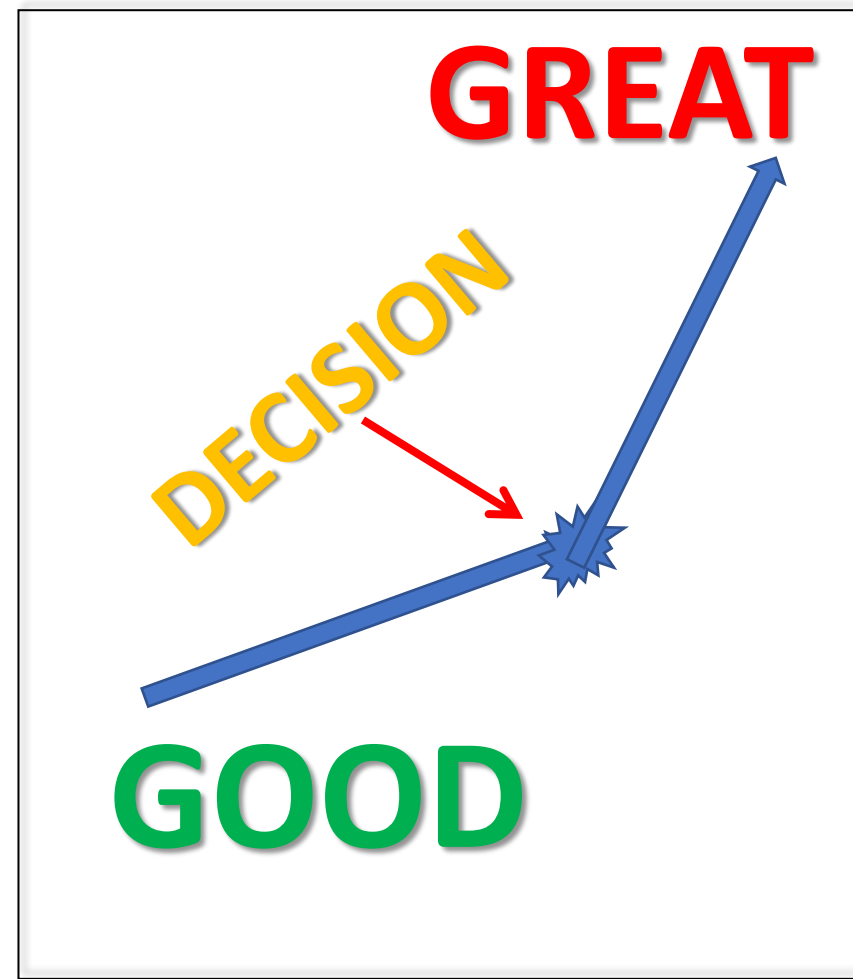
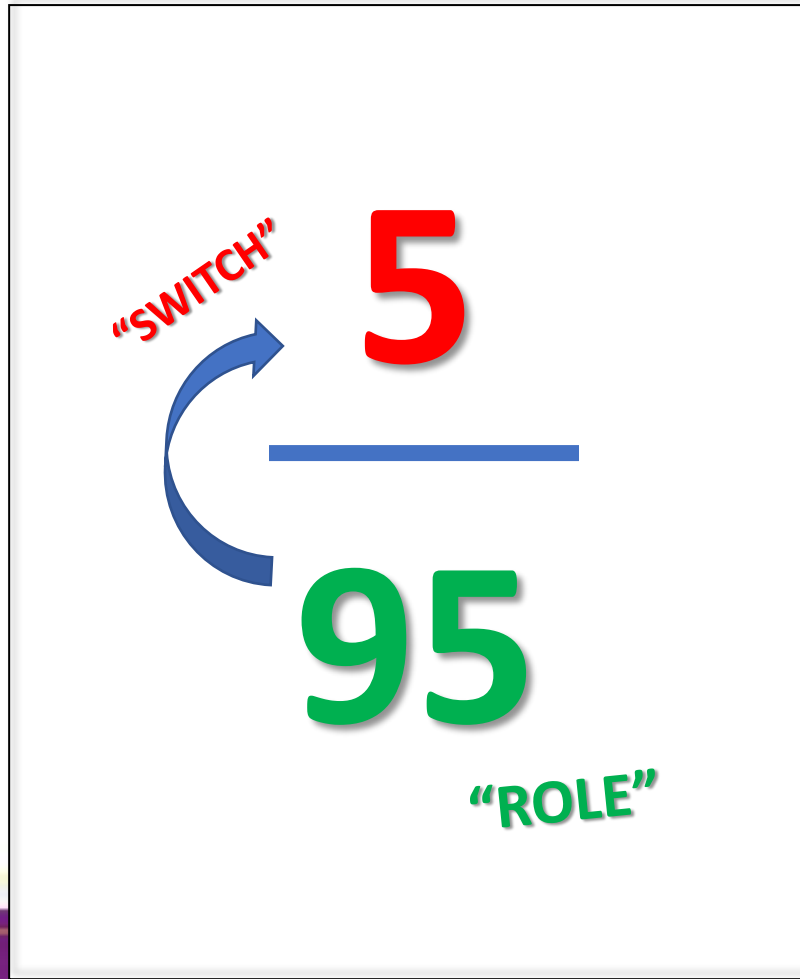
## Work Place Reality:

The difference for some employees progressing and getting ahead is ....



STANDING OUT

## Key Concepts : The 5% Zone



## Key Concepts : **The 5% Zone**

Understand  
the **RULES**  
of the  
**GAME**

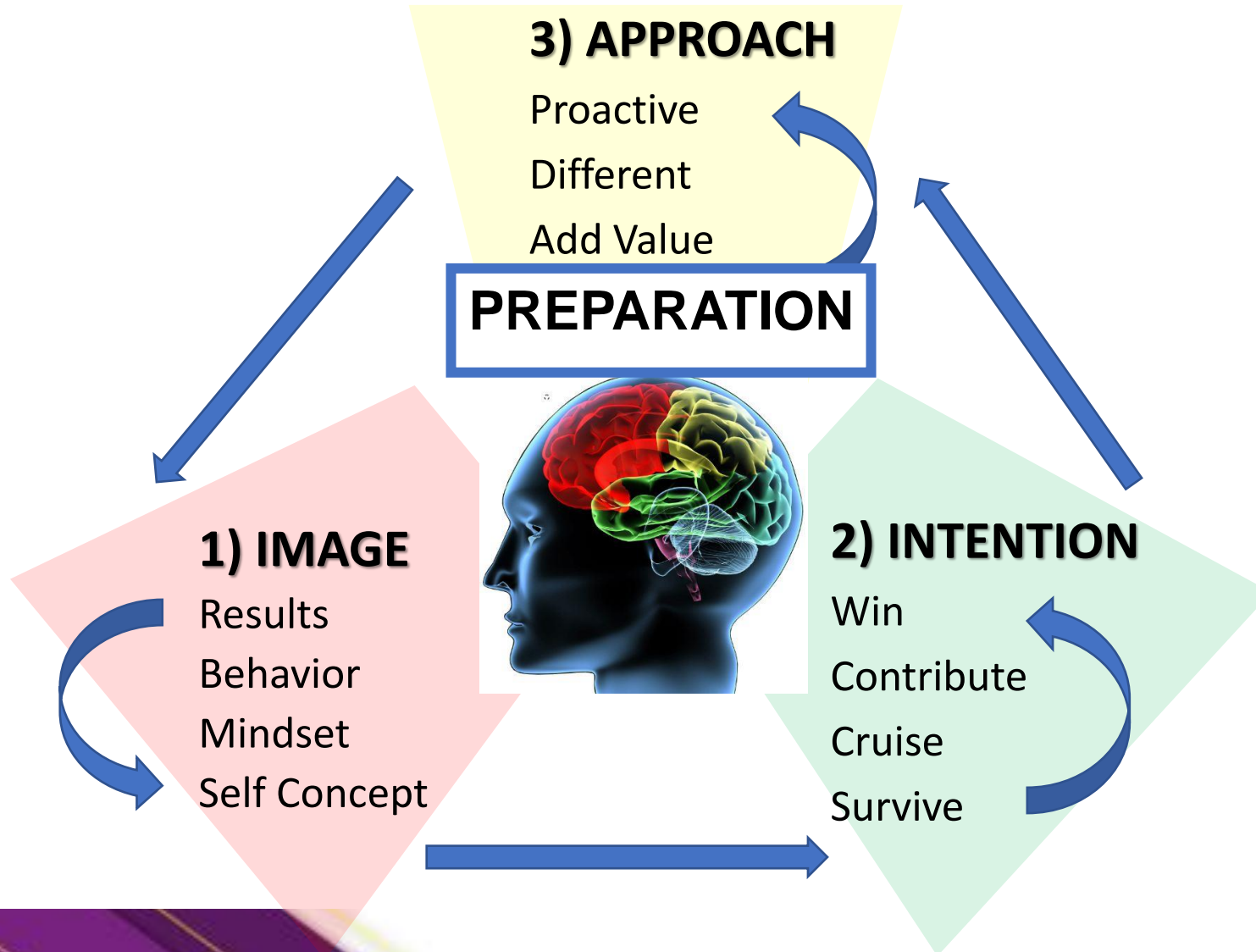
Do you understand the rules of the game  
both **Locally** and **Globally**?

# Using the 95 | 5 Philosophy in the Right Place

1. 1:1
2. Meetings: small and large
3. Conference calls
4. Presentations
5. Social Events

Virtual or In-Person

# What Determines if You Respond





**E = MC<sup>2</sup>**

**E = Energy**

**M = Message**

**C<sup>2</sup> = Communicates  
Confidently**

# The 7 Facets 5% Model



# Communicating Effectively - **The 5% Zone**

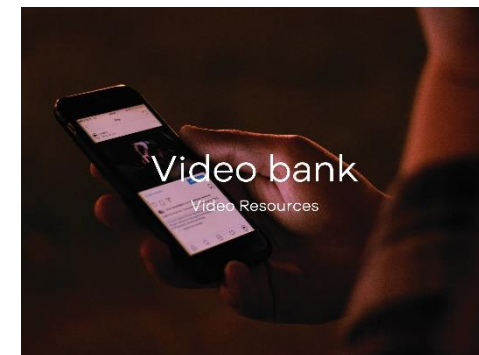
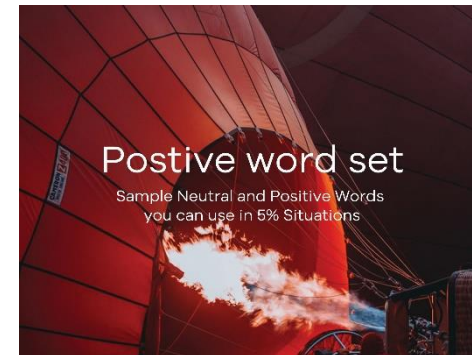
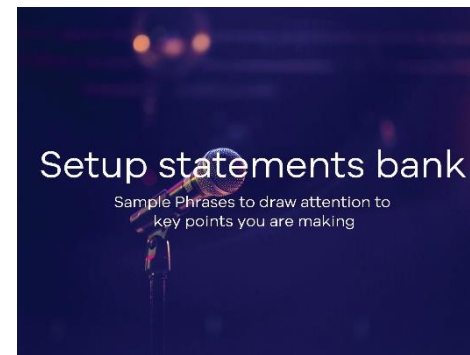
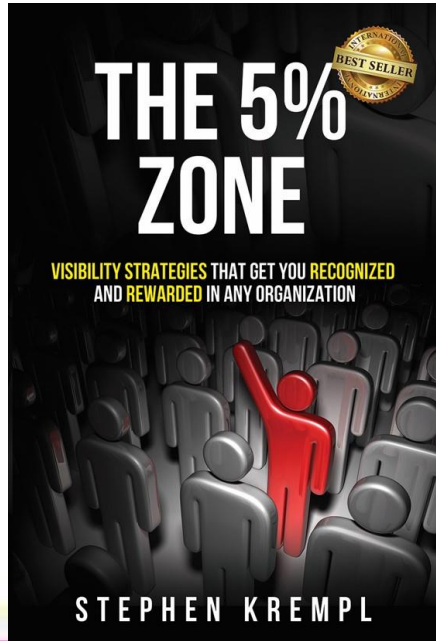
So how good are you?:-

	Not Good	Ok	Great
• Connecting Personally at All Levels	1 2 3 4 5 6 7 8 9 10		
• Articulating your POV Clearly	1 2 3 4 5 6 7 8 9 10		
• Communicating Confidently	1 2 3 4 5 6 7 8 9 10		
• Building Trust with Key Stakeholders	1 2 3 4 5 6 7 8 9 10		
• Providing Direct Feedback Positively	1 2 3 4 5 6 7 8 9 10		
• Taking Ownership Proactively	1 2 3 4 5 6 7 8 9 10		
• Coaching and Recognize Others	1 2 3 4 5 6 7 8 9 10		

Which one are you **GREAT** at, and which one do you need to **GET BETTER**?



# Winning in the Work World



# Winning in the Work World

IOS



Android



APP

**Techniques at your Fingertips**

## Question bank

Sample Questions for Senior Leadership  
and Functional Management

## Setup statements bank

Sample Phrases to draw attention to  
key points you are making

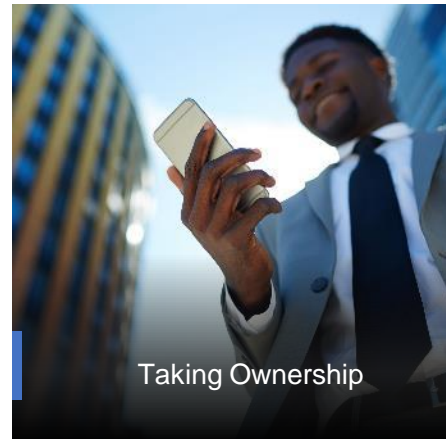
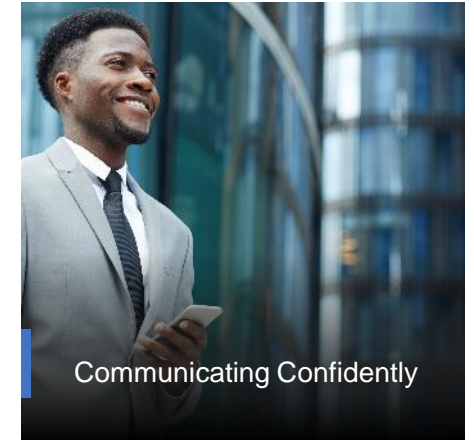
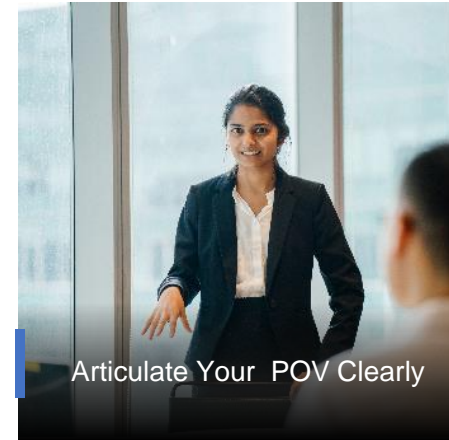
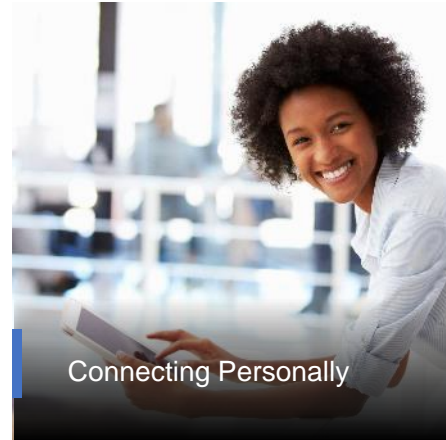
## Positive word set

Sample Neutral and Positive Words  
you can use in 5% Situations

# 7 power skills and 5 work situations

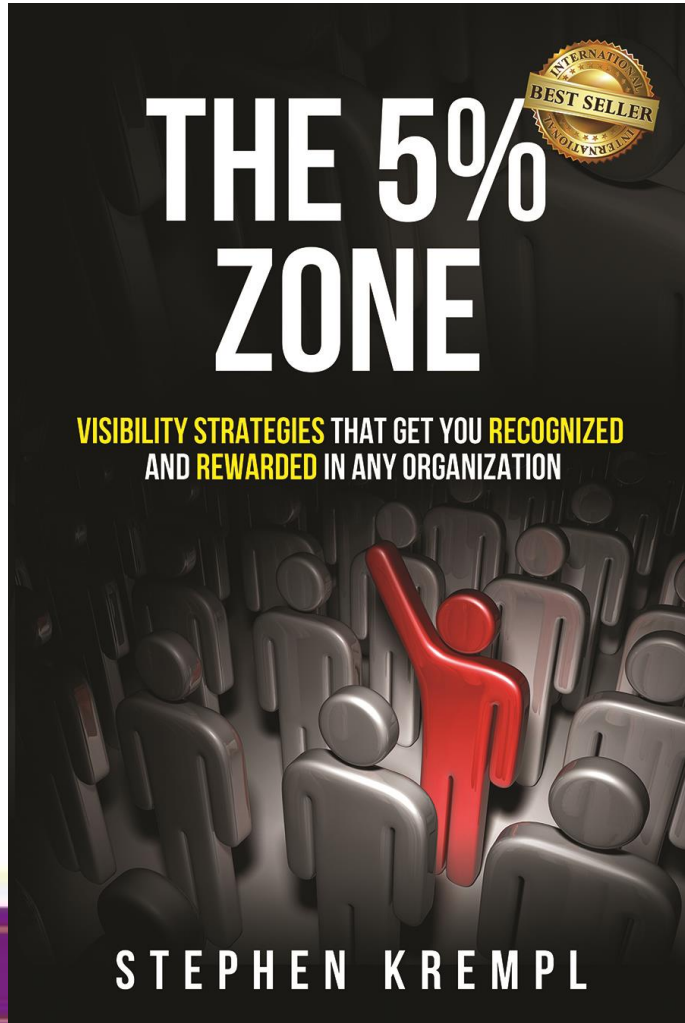
## Winning in the Work World | 5% Zone

[WinningintheWorkWorld.com](http://WinningintheWorkWorld.com)





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# Thank You

## Q & A

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