

# SPEAK

Like a

# LEADER



# CHECKLIST

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## **Communicate Like A Leader**

- Communication is key
- Know the role of communication
- Be an effective leader
- Communication and influence
- Inspire others
- Think of others who have mastered communication

## **Make Your Narrative**

- Know your core values
- Have a philosophy for your leadership
- Make your own leadership story
- Connect narrative to audience

## **Master Verbal Dynamics**

- Effective speaking
- Tone
- Pacing
- Emphasis
- Harness the power of storytelling
- Audiences love stories
- Learn to convey your message

## **Nonverbal Advantage**

- Body language is important for communication
- Project confidence
- Use gestures and posture
- Show your authority
- Nonverbal is just important as verbal

## **Psychology of Persuasion**

- Know principles that drive influence
- What are ethical persuasion techniques?
- Use them for effective leadership
- Psychology is important for communication

## **Challenging Conversations**

- Know strategies for addressing conflict
- Confront difficult conversations
- Maintain composure
- Work under pressure
- Know how to manage your emotions

## **Inspire Through Vision and Clarity**

- Have a clear and compelling vision for the future
- Use metaphors
- Always use imagery
- Inspire your audience
- Know how to captivate them

## **Adapt Your Communication**

- Communication needs to be different depending on the audience
- Tailor your message
- Cross cultural communication
- Take into consideration global leadership

## **Start and End Strong**

- The most important of a speech is the beginning
- Sound like a leader from the beginning
- Make a powerful beginning hook
- Inspire action
- Hook your audience
- Seal the deal at the end
- Give a call to action

### **Make Things Simple**

- People will follow better if there is simplicity and clarity
- Make the complex simple
- Use short phrases
- Use short and simple words
- Include pauses to sound more authoritative

### **Speak To The Heart**

- Make people feel good
- Leaders speak to the heart and the head
- People only listen if they want to
- Tell stories to make it relevant
- Use personal pronouns
- Make everything personal
- Show that you care
- Include your own feelings
- Use language to show emotion
- Talk about hope and passion

### **Know Your Audience is Selfish**

- Take people on a journey
- Travel into a better future
- The audience is only thinking about themselves
- Get the audience to join you
- Empathize with them
- Show them you have their interests at heart
- Make it short and catchy
- Ensure the audience knows you are on their side
- Know their self interest
- Make them listen from the beginning

### **Never Dilute Your Message**

- Never mix messages
- Try to show too many points is not good
- Don't muddle the message
- Too many ideas dilute the message
- Have a few strong messages
- Make your points strong

### **Use Powerful Language**

- Choose fun and lively words
- Quick tricks
- Use contrast
- Make the speech balanced
- Listen to speeches from other great leaders
- Make shortcuts for the brain
- Metaphors
- Analogies
- Make all speech relatable
- Know that spoken language is different than written language

### **Lead With Your Message**

- Make sure not to rely on slides
- Make your message the most powerful
- Create your slides after you have made the speech
- Slides should only be used as visual aids
- All slides can be read in a few seconds
- You want people to listen more than read

### **Practice and Practice More**

- Being a leader means practice
- Speaking well means practice
- Never give a speech without practice
- Careful speech preparation
- Capture the flow of audience
- Be confident
- Memorize your words
- Deliver with impact

### **Make it About “US”**

- Never use “I” or “you”
- Make everything about working together
- Make a positive team
- Never burden anyone with issues
- Share everything together
- Make it about resolution
- Never blame
- Send the message
- Be proactive not reactive
- Show new approaches
- Expose new ways of thinking
- Ask people why they think a certain way

### **Always Say Thank You**

- Thank people for listening
- Thank people for working with you
- Show your appreciation
- Know that others don't have to listen you but they did
- You can win when your audience wins
- Tell people they are doing a good job
- Make it about the audience at the end just like the beginning

**Do Better**

- Always encourage the audience to do better
- Know you are responsible for action
- Call the audience to action
- Give them examples of how they can do the actions
- Give them a task
- Know your team needs a task
- Follow through with tasks