



# **SPEAK LIKE A LEADER**

## **1. Communicate Like A Leader**

- 1.1. Communication is key
- 1.2. Know the role of communication
- 1.3. Be an effective leader
- 1.4. Communication and influence
- 1.5. Inspire others
- 1.6. Think of others who have mastered communication

## **2. Make Your Narrative**

- 2.1. Know your core values
- 2.2. Have a philosophy for your leadership
- 2.3. Make your own leadership story
- 2.4. Connect narrative to audience

## **3. Challenging Conversations**

- 3.1. Know strategies for addressing conflict
- 3.2. Confront difficult conversations
- 3.3. Maintain composure
- 3.4. Work under pressure
- 3.5. Know how to manage your emotions

## **4. Adapt Your Communication**

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

## **5. Make Things Simple**

5.1. People will follow better if there is simplicity and clarity

5.2. Make the complex simple

5.3. Use short phrases

5.4. Use short and simple words

5.5. Include pauses to sound more authoritative

## **6. Know Your Audience is Selfish**

6.1. Take people on a journey

6.2. Travel into a better future

6.3. The audience is only thinking about themselves

6.4. Get the audience to join you

6.5. Empathize with them

6.6. Show them you have their interests at heart

6.7. Make it short and catchy

6.8. Ensure the audience knows you are on their side

6.9. Know their self interest

6.10. Make them listen from the beginning

## **7. Use Powerful Language**

7.1. Choose fun and lively words

7.2. Quick tricks

7.3. Use contrast

7.4. Make the speech balanced

7.5. Listen to speeches from other great leaders

7.6. Make shortcuts for the brain

7.7. Metaphors

7.8. Analogies

7.9. Make all speech relatable

7.10. Know that spoken language is different than written language

## **8. Practice and Practice More**

8.1. Being a leader means practice

8.2. Speaking well means practice

8.3. Never give a speech without practice

8.4. Careful speech preparation

8.5. Capture the flow of audience

8.6. Be confident

8.7. Memorize your words

8.8. Deliver with impact

## **9. Always Say Thank You**

9.1. Thank people for listening

9.2. Thank people for working with you

9.3. Show your appreciation

9.4. Know that others don't have to listen you but they did

9.5. You can win when your audience wins

9.6. Tell people they are doing a good job

9.7. Make it about the audience at the end just like the beginning

## **10. Do Better**

10.1. Always encourage the audience to do better

10.2. Know you are responsible for action

10.3. Call the audience to action

10.4. Give them examples of how they can do the actions

10.5. Give them a task

10.6. Know your team needs a task

10.7. Follow through with tasks

## **11. Make it About “US”**

11.1. Never use “I” or “you”

11.2. Make everything about working together

11.3. Make a positive team

11.4. Never burden anyone with issues

11.5. Share everything together

11.6. Make it about resolution

11.7. Never blame

11.8. Send the message

11.9. Be proactive not reactive

11.10. Show new approaches

11.11. Expose new ways of thinking

11.12. Ask people why they think a certain way

## **12. Lead With Your Message**

12.1. Make sure not to rely on slides

12.2. Make your message the most powerful

12.3. Create your slides after you have made the speech

12.4. Slides should only be used as visual aids

12.5. All slides can be read in a few seconds

12.6. You want people to listen more than read

## **13. Never Dilute Your Message**

13.1. Never mix messages

13.2. Try to show too many points is not good

13.3. Don't muddle the message

13.4. Too many ideas dilute the message

13.5. Have a few strong messages

13.6. Make your points strong

## **14. Speak To The Heart**

14.1. Make people feel good

14.2. Leaders speak to the heart and the head

14.3. People only listen if they want to

14.4. Tell stories to make it relevant

14.5. Use personal pronouns

14.6. Make everything personal

14.7. Show that you care

14.8. Include your own feelings

14.9. Use language to show emotion

14.10. Talk about hope and passion

## **15. Start and End Strong**

15.1. The most important of a speech is the beginning

15.2. Sound like a leader from the beginning

15.3. Make a powerful beginning hook

15.4. Inspire action

15.5. Hook your audience

15.6. Seal the deal at the end

15.7. Give a call to action

## **16. Inspire Through Vision and Clarity**

16.1. Have a clear and compelling vision for the future

16.2. Use metaphors

16.3. Always use imagery

16.4. Inspire your audience

16.5. Know how to captivate them

## **17. Psychology of Persuasion**

17.1. Know principles that drive influence

17.2. What are ethical persuasion techniques?

17.3. Use them for effective leadership

17.4. Psychology is important for communication

## **18. Nonverbal Advantage**

18.1. Body language is important for communication

18.2. Project confidence

18.3. Use gestures and posture

18.4. Show your authority

18.5. Nonverbal is just important as verbal

## **19. Master Verbal Dynamics**

19.1. Effective speaking

19.2. Tone

19.3. Pacing

19.4. Emphasis

19.5. Harness the power of storytelling

19.6. Audiences love stories

19.7. Learn to convey your message