

SPEAK LIKE A LEADER

- 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

- 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

- 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

- 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

- 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

- 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

- 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

- 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

- 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

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

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

- 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

- 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

- 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

- 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

- 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 to 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

SPEAK LIKE A LEADER

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- 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
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3. Challenging Conversations

- 3.1. Know strategies for addressing conflict
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