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SPEAKING AS A LEADER

How To Lead Every Time You Speak

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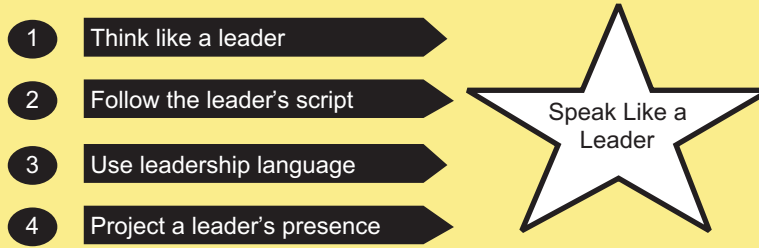
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MAIN IDEA

All communication is an act of leadership. To speak like a leader in all situations, the four steps are:

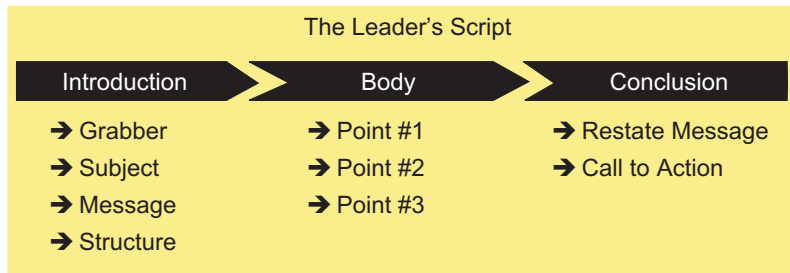


1 Think like a leader Pages 2 - 3

To speak like a leader, you've got to be prepared to take the stage and inspire, influence and move others. Leaders see every speaking situation as an opportunity to motivate others. You need to know your audience and then have the wherewithal to inspire them rather than merely informing them. You also have to be skilled at listening and learning from others to be a good leader.

2 Follow the leader's script Pages 3 - 5

Leaders don't just sit with people and have an aimless chat. They have a script which achieves their aims. To influence and impact those you speak with, follow the leader's script.



3 Use leadership language Pages 6 - 7

When you're a leader, the language you use counts. Great leaders are conscious of the language they use and deliberate in their choice of words. They bring their messages to life with language that's clear, conversational, personal, eloquent and strong. If your words have these qualities, your ideas will be understood and acted on by the audience.

4 Project a leader's presence Pages 7 - 8

To influence others, bring what you say to life by injecting energy, engaging eye contact, appropriate gestures and the right tone of voice into what you're saying. The most engaging leaders are their own best visual aids. They embody and epitomize what they're saying. If you can develop and then project a leader's presence, your influence will be felt whether you're speaking one-on-one or in front of hundreds of people.

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