

SPEAKING AS A LEADER®

OVERVIEW

The ability to speak with clarity, conviction, and influence is critical to leadership. To be truly effective, leaders must be able to inspire action every time they speak – from formal and informal presentations to conference calls, one-on-one conversations, impromptu discussions, and Q&A sessions. Speaking as a Leader® meets this goal by enabling participants to speak as polished, inspirational leaders in every interaction.

POWERFUL LEARNING OUTCOMES

In attending Speaking as a Leader, participants will strengthen their ability to consistently:

- Approach communication with the intent to inspire action.
- Speak with clarity and conviction in every interaction.
- Communicate a powerful message that reflects their leadership thinking.
- Support their message using a clear, logical structure.
- Close with a clear call to action.
- Display the presence, both physical and verbal, of a leader.
- Plan effectively for critical conversations.
- Structure their thinking on the fly in impromptu discussions.

PERSONALIZED, APPLIED LEARNING

Speaking as a Leader features:

SMALL GROUPS:

The ratio of participants to instructors is typically capped at 7:1. This is designed to ensure ample personal feedback and coaching throughout the session.

PRACTICAL, APPLIED LEARNING:

Participants will identify an important upcoming communication opportunity and use this as the foundation for a script they will create. They will be videotaped delivering their script and will receive feedback on both content and delivery. They will also role-play both planned and impromptu conversations and a Q&A session, and will receive feedback on their work in each of these settings.

DAY ONE

I. ADOPT THE LEADER'S MINDSET

- The link between leadership and communication.
- Six guiding principles for speaking with influence.
- Analyze your audience and the opportunity.
- **WORKSHOP:** Participants will identify an upcoming communication opportunity where they wish to lead.

II. CRAFTING THE LEADER'S SCRIPT®

- Focus your thinking around a clear message.
- Build a supporting structure.
- Close with a call to action.
- **WORKSHOP:** Using the method they've been shown, participants will begin creating a script for the opportunity identified in Part I.

III. THE LANGUAGE OF LEADERSHIP

- Why language can get in the way of inspirational communication.
- Avoid jargon and speak with clarity!
- **WORKSHOP:** Analysis of language samples.

IV. FROM OUTLINE TO FULL SCRIPT

- Building a compelling presentation based on the outline created in Part II.
- Applying the right pattern of organization to support your message.
- **WORKSHOP:** Participants will complete a script for a three- to five-minute communication. The instructor will provide feedback.

V. APPLYING THE MODEL: WRITING EFFECTIVE EMAILS

- Why most email is ineffective; and how leaders can use email to inspire action.
- Short-form email: applying a message-driven approach to a condensed format.
- Long-form emails: maintain the structure and build the body to inspire.
- Ensure your language is personal and influential – not overly casual.
- **WORKSHOP:** Participants will analyze short- and long-form emails (their own) and examine how they can be strengthened. They will then compose an email on their laptops or smartphones.

DAY TWO

VI. DELIVERING WITH PRESENCE

- How to project leadership through body language, eye contact, pace, and expression.
- **WORKSHOP:** Participants will deliver their presentations using the skills they have learned. They will receive videotaped feedback.

VII. LEADING IN CONVERSATIONS

- Using The Leader's Script in situations with little preparation time.
- Delivering persuasively off-the-cuff.
- **WORKSHOP:** Participants will speak in a variety of impromptu scenarios. The instructor will provide feedback.

VIII. CONCLUSION

- Where will you choose to Speak as a Leader?
- Building on the program and applying the learning.