

# Presenting Yourself as a Leader

*Of all the talents bestowed upon men [and women], none is so precious as the gift of oratory.*

- Winston Churchill

## Key Takeaway

*Your message is your passion made manifest. We present to motivate others to act. Communicate your message so people can understand it and act upon the information you provide.*

## Be yourself, be real

Knowing yourself is the key to leadership and to communicating effectively with others. Express yourself openly and honestly. Others perceive when you are being disingenuous, and will instinctively resist following your lead. Be aware of your emotions and needs as well as the emotions and needs of the listener.

## Organize your thoughts:

Structure your presentation so the listener can understand the validity of your position and know what he or she is supposed to do with the information you have provided.

- Introduction
- Main point
- Three supporting points
- Call to action
- Conclusion

## Use body language effectively

- Look others in the eye
- Stand up straight, but relaxed
- Have an open posture

## Leadership in Action

Answer these questions:

1. What makes people want to listen to me?
2. What I am offering? Is it clear, succinct?
3. What do I want others to do after hearing me speak?

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