

DUMP YOUR SPEECHES FOR LEADERSHIP TALKS!

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**By Brent Filson**

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Word count: 600.

Summary: Most leaders communicate through speeches and presentations. But there is a much more effective means of communication: that's The Leadership Talk. The Leadership Talk not only communicates information as presentations/speeches do, but it does one thing more: It establishes an all-important deep, human, emotional connection with the audience.

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The CEO of a worldwide business asked me to help him develop a talk he planned to give to several hundred of his top executives. He said, "I feel as if I'm Daniel going into the lion's den."

Indeed, it was the business equivalent of a lion's den that he was entering. Hired from a competing firm, he was a stranger to the company, a company hobbled by declining market share and bad morale caused by the arbitrary actions of the previous CEO, an isolated dictator.

"This is the first time most of them will see and hear me," he said. "I'll give a presentation on the state of the business."

"Hold on," I said. "Don't give a presentation. Give a Leadership Talk instead."

There is a difference, I explained, between a presentation/speech and a Leadership Talk. A presentation/speech communicates information, but a Leadership Talk not only communicates information but makes a deep, emotional, human connection with the audience.

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Most leaders give presentations and speeches most of the time when they should be giving Leadership Talks.

"You're facing an important leadership situation," I said. "The old saying, 'You never get a second chance to make a first impression' applies here in spades. You've got a great Leadership Talk opportunity. But to have people believe in you and follow you, they must be emotionally committed to you and what you say. So understand what their emotional needs are."

I went out into the field and talked to a number of his managers and found out that they were feeling intimidated by the demands of increasingly sophisticated customers. I found out that they feared not being supported in the decisions they made in the field. I learned that they were angry at having to

meet what they considered unnecessary reporting requirements. I learned that they didn't trust the top executives.

Intimidation, fear, anger, distrust . . . those emotions described the state of his audience and, in truth, the state of the business.

The CEO gave a Leadership Talk that spoke to and answered the needs of those emotions, a talk based on the single idea that he was a person that they could trust.

That Leadership Talk marked the beginning of a turnaround for that company.

The lesson: Analyze and speak to the emotion of a situation, and you can become a dramatically more effective leader.

Make that analysis happen this way:

\* Know the difference between a presentation/speech and Leadership Talk then view every speaking situation you encounter as either a presentation/speech situation or a Leadership Talk situation.

\* Know that you rarely give presentation/speeches and that The Leadership Talk should be your primary leadership communication tool.

\* Analyze the emotions of your audience by asking what they feel at the time you speak, what they fear, what angers them, what inspires them.

\* Structure your talk around emotional–talking points. For instance, list three things that angers your audience. Make those things the main headings of your talk.

\* Speak to them about their emotions. Tell them, for instance, that you realize they are angry and what they are angry about. Tell them what you realize they are feeling.

Speak thus, and you are revealed in powerful motivational ways. Furthermore, they are revealed to themselves.

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These revelations can create strong bonds between speakers and audiences.

Understand the speaking situation in terms of its emotional content, and you understand that situation in new ways. Understand it in new ways and you speak in new ways. And when you speak in new ways, your audience acts in new ways.

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The author of 23 books, Brent Filson's recent books are, **THE LEADERSHIP TALK: THE GREATEST LEADERSHIP TOOL** and **101 WAYS TO GIVE GREAT LEADERSHIP TALKS**. He has worked with thousands of leaders worldwide during the past 20 years helping them achieve sizable increases in hard, measured results. Sign up for his free leadership ezine and get a free guide, "49 Ways To Turn Action Into Results," at [www.actionleadership.com](http://www.actionleadership.com)

### **Here's The REAL Reason Bush Won: The Dark Night Of The Leadership Soul**

**By Brent Filson**

George Bush won the election because he was finally able to break out of the presidential bubble and give "leadership talks" on a consistent basis.

But to do it, he had to face the dark night of his leadership soul. And this is a lesson for ALL leaders.

The presidential bubble is that physical and psychological insulation that descends upon the president of the United States the moment he's sworn in.

Inside the bubble, people continually agree with him. Inside the bubble, he can give canned speeches in front of canned audiences - all to his heart's content — and think he's doing a great job as a communicator. But the bubble ultimately is a blight, and it almost destroyed the Bush presidency mainly because it kept him from giving what I call leadership talks.

Presentations and speeches primarily communicate information, but leadership talks are a much more effective leadership communication tool. They establish a deep, human emotional connection with people.

It's taken me 20 years of working with thousands of leaders around the world to identify what leadership talks are and to show how they should be given. However, leadership talks have been around since the dawn of history. In all cultures and countries, whenever a people had to do great things, one thing had to take place, a leader had to gather those people together and speak from the heart.

That heartfelt speech to win the hearts of key segments of voters was what George Bush was lacking in the campaign, especially throughout the debates in which he was beaten badly by John Kerry.

After those debates, George Bush faced the dark night of his leadership soul. It happens to many

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leaders when they realize that in order to succeed they have to abandon what worked before for them and jump off a cliff and make their wings on the way down.

FDR faced it when he got polio and responded by seeking to continue in political life with wisdom and persistence and compassion. Winston Churchill faced it at Dunkirk. Harry Truman faced it in 1948 when it looked as if he would be defeated by Tom Dewey, and he made his now famous whistle stop campaigning that enabled him to come from behind and win. Ronald Reagan faced it when he decided that he would run for president at 68 years old.

George Bush faced it after the debates. He could have remained in the presidential bubble and given his canned speeches in front of canned audiences. But instead, he decided to go out there and be himself and lay it all on the line. During the last weeks of the campaign, he pretty much dispensed with the canned and just stood up there and spoke from the heart to voters in the battleground states. For the first time in the campaign, he was out of the bubble giving leadership talks. And it made all the

difference in the world.

Leaders take note. When you face the dark night of your leadership soul and must take new action to get new results, break out of whatever bubble you might be in and start giving leadership talks.

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Here's The REAL Reason Bush Won: The Dark Night Of The Leadership Soul  
Get Out Of The Communication Stone Age: Give Leadership Talks  
On St. Valentine's Day, Or Any Romantic Interlude, Woo Your Sweetheart With Chocolates, Roses ...  
AND A Leadership Talk  
Turn Your Speech Into A Leadership Talk  
Leading By Persuading People They Don't Have To ... They GET TO.

If I Can, Anybody Can!

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Online Dating Secrets Revealed!  
Brian Garvin's MLM Secrets  
30 Minute Marketing Miracle  
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