

How To Speak Like A CEO

By Nancy MacKay, PhD
Founder and CEO of MacKay CEO Forums

Effective communication is paramount for leadership success. This tipsheet presents ten essential strategies to improve communication with key stakeholders, emphasizing understanding the audience, crafting clear messages, and creating emotional connections for impactful delivery.

Premise: All leaders must communicate effectively to deliver results.

Here are ten key strategies to enhance your ability to communicate effectively to your key stakeholders:

- 1 UNDERSTAND YOUR AUDIENCE
- 2 START WITH THE IDEAL OUTCOMES
- 3 IDENTIFY YOUR ONE-SENTENCE POINT OF VIEW
- 4 STRUCTURE YOUR PRESENTATION
 - A. Strong opening
 - B. State your point of view
 - C. Share your roadmap
 - D. Identify key points that support your point of view (use stories, statistics, examples, and case studies to support each key point)
 - E. Practice your presentation
 - F. Take questions
 - G. Strong close that is linked to the opening

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5 CREATE AN EMOTIONAL CONNECTION. EMOTIONS MAKE PEOPLE ACT. LOGIC MAKES PEOPLE THINK

- Eye contact
- Focus your language on what's in it for your audience
- Tell relevant stories (not jokes)

6 PAUSE TO LET THE AUDIENCE PONDER

7 ELIMINATE FILLER WORDS THROUGH SELF-AWARENESS

8 USE PUNCH-WORDS

- Use words that deliver an emotional impact and address the deep needs of your audience.

9 ALWAYS HAVE A STRONG OPENING AND CLOSING THAT ARE TIED TOGETHER

10 FOCUS ON THE AUDIENCE NOT THE TECHNOLOGY TO CREATE AN EMOTIONAL CONNECTION