

How to Speak Like a CEO

By Nancy MacKay, Ph.D

Book reference: *Speak Like a CEO: Secrets for Commanding Attention and Getting Results* by Suzanne Bates. Please click [here](#) to learn more.

Communication is the number one leadership improvement opportunity for CEOs (based on a survey of 100 Top Executives in Canada).

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 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. Review your content
 - F. Take questions
 - G. Strong Close that is linked to the opening
5. Create an emotional connection. Emotions make people act. Logic makes people think.
 - Eye contact
 - High You/I ratio (focus your language on what’s in it for you)
 - Tell relevant stories (not jokes)
6. Pause to let the audience ponder.
7. Eliminate filler words through self-awareness.
8. Use punch-words.
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.

