Leadership and Public Speaking

Building a strategic message and a strong public presence

A presentation by Luciana Herman, Ph.D.
Harvard Kennedy School of Government
Lesson 1

Phil Davison

2010 (failed) Candidate for Stark County, Florida, Treasurer
http://www.youtube.com/watch?v=UhV5RgcNJjE&noredirect=1
What Makes a Strong Speaker?

Nine Essentials

- Leadership IQ
- Your Values
- Audience Values
- Audience Perception
- Trust
- Message
- Word Choice
- Voice / Tone
- Body Language

Today’s Presentation
What Makes a Strong Speaker?

Nine Features

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Today’s Presentation
What Makes a Strong Speaker?

Audience Perception

- Words you use: 23%
- The message: 7%
- Voice / Tone: 70%
- Body language

How your audience perceives you
What Makes a Strong Leader?

Leadership and Character

Self-regulation
Motivation of Self and Others
Creative / Visionary
Empathy
Ethical
Trust
Social Skills
Logical
Self-Awareness

Logos

Pathos
What Makes a Strong Leader?

Your Leadership IQ

- Self-regulation
- Motivation of Self and Others
- Creative / Visionary
- Empathy
- Ethical
- Logical
- Social Skills
- Trust

Strategic Messaging

• What are your values?
• What is the problem? Why does it matter to you? Why should it matter to other groups? What should be done about it?

• What are the phrases, images, or concepts that express common values?

• Who is your target audience?
• Does your message leave anyone out? If it does, is that a strategic choice?

• Revise your message, create your central frame.

Using Values to Create Support
Final Thoughts

A Few Messaging Rules:

- Values resonate.
- Keep it emotional, not cerebral.
- Tell stories that your target audience can identify with.
- Images matter.
- Keep it simple.

Target your audience with your message:

- Know your audience.
- Before developing your message, think carefully about your intended audience; write out a list of their values and issues.
- Are you trying to convince people who already think like you or is your target audience in opposition on some key aspect?
- What are your shared values on key issues? What stories will move them emotionally? Persuade them logically?
Three Rules

1. Be authentic
2. Keep it simple
3. Know your audience

Now you’ll stay calm, cool, and collected