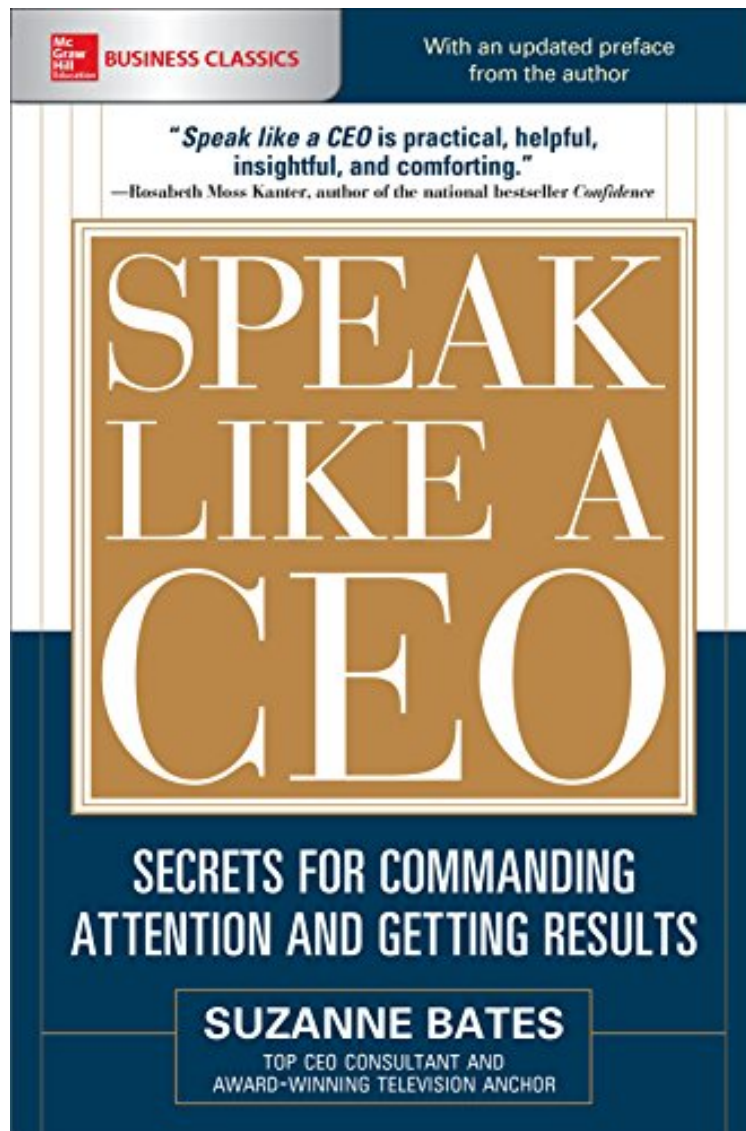


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Speak Like a CEO: Secrets for Commanding Attention and Getting Results: Secrets for Communicating Attention and Getting Results

Suzanne Bates

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Suzanne Bates : Speak Like a CEO: Secrets for Commanding Attention and Getting Results: Secrets for Communicating Attention and Getting Results before purchasing it in order to gage whether or not it would be worth my time, and all praised Speak Like a CEO: Secrets for Commanding Attention and Getting Results: Secrets for Communicating Attention and Getting Results:

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apart. After reading this book I was able to present clear and concise information to our Exec team without feeling that I was winging it. I have applied many of the tips to my everyday life and recommend them to my friends and family. 0 of 0 people found the following review helpful. The ingredients to commanding attention in one book By Alissa KnightBates does a good job of explaining the mannerisms and presentation of an effective leader and communicator for organizations both internally and externally minus the fluff. This is a no-nonsense guide on how to become a leader or improve upon your existing leadership and communication acumen. As the Group CEO of Brier Thorn, effective communication across our numerous markets, communicating risk to our clients, as well as when presenting at conferences is vital to my role in the firm. I recommend this not only to all of you, but also to the partners in our firm as recommended reading. 0 of 0 people found the following review helpful. Great read! By NatThis definitely inspired me and helped me feel like I wasn't alone when it came to public speaking. The book lays out a nice history and examples of people and situations real world where being able to "speak like a CEO" came in handy. I also enjoyed the quotes throughout which are nice precursors to what you will be learning in the chapter.

An award-winning news anchor presents methods for better communication in any business environment During her 20 years in broadcasting, award-winning news anchor Suzanne Bates conducted more than 10,000 interviews, during which she witnessed business leaders, politicians, and celebrities at their best and worst. Now a top CEO communication coach, Bates is renowned for her uncanny ability to transform even the shyest oratorical mouse into a public-speaking lion. In *Speak Like a CEO*, Bates: Reveals the secrets for communicating in any situation Describes simple techniques for acing speeches, presentations, media interviews, QA sessions, business meetings, and more Outlines self-improvement plans that can easily be customized to your needs Shares secrets from top leaders, including Mario Cuomo's technique for overcoming stage fright and Colin Powell's secret for projecting authenticity

From the Back Cover On your rise to the top, hard work and experience are important, but they can take you only so far. To lead in your industry or profession, you must be ready to assume the leader's speaking role. In survey after survey, the number-one skill determined to be indispensable to leaders is communication. Must you be born with this talent, or can you learn how to command a room? In *Speak like a CEO* Suzanne Bates proves that you don't have to be a natural-born speaker to develop a compelling communication style all your own. Whether you're in the corner office or the Oval Office, at the dining room table or before an audience of millions, you'll find a blueprint to speak like a leader and get results. Not another one-size-fits-all guide to better presentations or public speaking, *Speak like a CEO* is a sophisticated approach based on the philosophy that successful leaders have their own unique communication styles. Its self-assessments, exercises, and customizable self-improvement plans let you zero in on your strengths as a communicator and discover your natural abilities. As an award-winning news anchor, Bates interviewed more than ten thousand business and political leaders, celebrities, and newsmakers--and she saw them at their best and worst. Now a sought-after executive trainer with national and international clients, she is renowned for her ability to transform leaders who avoid the spotlight into bold, confident, natural speakers. In *Speak like a CEO*, she arms you with the same techniques that have helped her clients become communicators extraordinaire. You'll find tricks of the trade, whether speaking in front of crowds and cameras or one-on-one. *Speak like a CEO* also offers you a chance to learn from the masters. You will be inspired by the advice and experience of leaders including Rudolph Giuliani, Mario Cuomo, Colin Powell, Oprah Winfrey, Jack Welch, and Richard Branson. You'll learn techniques of Hillary Clinton, Joe Biden, and even Abraham Lincoln. *Speak like a CEO* shows you how to: Overcome pressure and project a relaxed, comfortable presence Warm up any meeting and keep your audience engaged Discover your own authentic way to communicate Handle difficult conversations, interviews, and questions with confidence Ace the most challenging situations, including speeches, presentations, media interviews, QA sessions, business meetings, public debates, and more Create a simple, step-by-step plan so that you master every aspect of speaking Your guide to handling any communication challenge like a pro, *Speak like a CEO* is one resource you don't want to be without. Whether you're on your way to the top or you've already arrived, you'll refer to it again and again. "Speak like a CEO is a must-read for any professional who recognizes the key to success: building relationships. Whether you're giving a speech, meeting with employees, or networking with potential customers, this book will teach you how to master the art of communication so you can convey your message with warmth, authenticity, and conviction. If you want a big edge over the competition, you need to read this book!" --Cheryl Richardson, author of *Take Time for Your Life* "In *Speak Like a CEO* Suzanne Bates provides clear and wise advice on how to find our authentic voice. This is a truly valuable book." Ken Blanchard, Co-author *The One-Minute Manager*; and *The Secret* "It is neither the smartest nor the hardest working CEOs who succeed in business. It is the ones who best communicate their firm's vision to customers, vendors, and employees. *Speak like a CEO* shows you how." --Tom Stemberg, CEO of Staples "Must reading for anybody who wants to make a connection--whether it's through a TV screen, in a boardroom, or on a stage." --Miles O'Brien, CNN news anchor "Suzanne Bates's advice is concise and practical. Communication within your organization and with the media is critical to image and success. This book will help every executive do a better job." --Chris Hansen, Dateline NBC "Suzanne Bates's book provides a wealth of usable information in an easy-to-use format that

will prove useful and effective for leaders in all sectors: public, private, or not-for-profit." --Jane Swift, former governor of Massachusetts Award-winning news anchor and top CEO communication coach Suzanne Bates arms you with powerful tools for crafting an authentic communication style all your own. And, with the help of examples from many of the all-time great communicators, she schools you in proven techniques for acing any communication challenge, including speeches, presentations, media interviews, toasts, and more. About the Author Suzanne Bates is a communication consultant to a host of prestigious clients, including Mellon Financial, State Street Bank, Ernst Young, Sun Life, Dreyfus, Citistreet, Sepracor, and Cabot Corporation. For two decades she was a top-rated anchor with WBZ-TV, Boston; WCAU, Philadelphia; and WFLA-TV, Tampa-St. Petersburg. She is a member of the Leadership Council of Harvard University's Center for Business and Government and is an Associated Press News Award winner. For more information, visit www.speaklikeaceo.com.