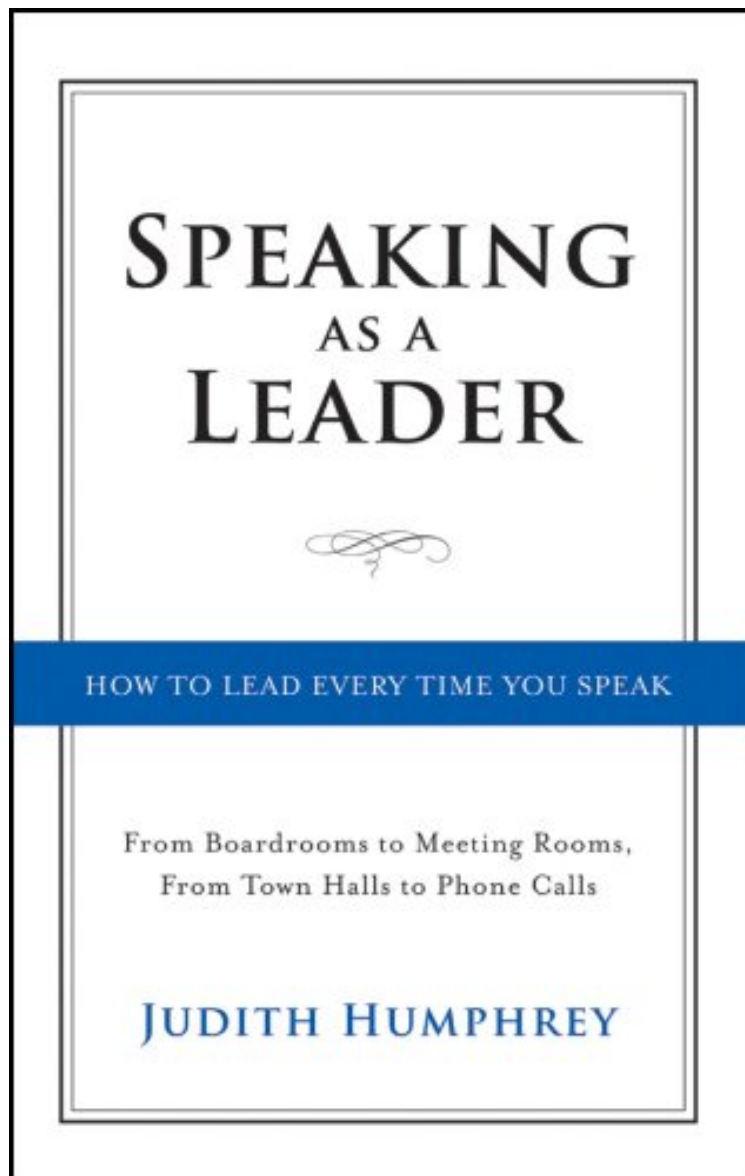


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Speaking As a Leader: How to Lead Every Time You Speak...From Board Rooms to Meeting Rooms, From Town Halls to Phone Calls

Judith Humphrey

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Make every communication count
with a simple, four-step speaking model
Whether it's among colleagues at lunch or an audience of a thousand, a leader's role is to move and inspire others. It's not only the big occasions that test a leader's mettle, but the little ones as well
in a casual conversation in the elevator, in phone calls, or one of many incidental, seemingly "insignificant" interactions in everyday work life. Written by one of the world's leading communications coaches, *Speaking as a Leader* shows you how to make the most of your daily communications, creating a presence on the job as a genuine and constant leader. In this eye-opening guide, aspiring (and established) leaders can enhance their reputations and influence by following a few simple steps. *Speaking as a Leader*: Shows how to structure your thoughts and message in any situation using a four-step model
Offers tips on listening effectively, in three dimensions
Details why you are the best visual and how to avoid "Death by PowerPoint"
Offers guidance on taking the "numb" out of numbers
Includes tips on moving from subject to message
With *Speaking as a Leader*, you'll learn to tap into your innate leadership skills at every occasion
whether small or large
and earn the sort of respect that creates devoted friends and passionate supporters.

From the Inside Flap
"A leader's role is to move others
engage them and inspire them to action."
JUDITH HUMPHREY
Speaking as a Leader will show you how to influence and inspire others every time you speak. It provides a single, comprehensive approach that will help you lead in every communication, from formal speeches and presentations, to phone calls, meetings, QA, and elevator conversations. Too often communications situations represent lost opportunities to lead. Messages are confused, audiences are bored or overwhelmed by a flood of information, and the speaker fails to elicit action. When people fail to communicate they fail to lead. *Speaking as a Leader* addresses this problem and puts communication squarely at the center of leadership. In today's flattened organizations, leadership opportunities exist in every interaction and for individuals at every level. For a leader, the mike is always on. This book will help readers meet the enormous challenge of engaging, energizing, and motivating others day in and day out. It will help you unlock your leadership potential every time you communicate and turn your listeners into followers and believers. Its four-step model will show you how to: Think like a leader
Script yourself as a leader
Use the language of leadership
Achieve a leader's presence. No other book offers such a powerful approach to move you from information to inspiration.
From the Back Cover
Praise for *Speaking as a Leader*
"Readers will find themselves transformed by this book. I thought I was a good speaker going into The Humphrey Group's seminar. But I had no idea how good I could be."
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"I can say from experience that anyone who wants to speak as a leader should read this book. I first worked with Judith when I was CFO at Imperial Oil. When I became CEO of Petro-Canada I not only used those communication skills, but brought Judith in to work with my entire executive team."
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"The great thing about this book
and Judith's approach
is that it teaches leaders how to bring forward clear, compelling ideas. It offers readers the rare gift of intellectual eloquence."
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"*Speaking as a Leader* is necessary reading for anyone who must influence up, down, and across their organization. We in OMERS Capital Markets have found the techniques invaluable for everyone from our managing directors to our associate interns."
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"*Speaking as a Leader* provides readers with a single approach that has enabled me to successfully reach all my audiences
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About the Author
Judith Humphrey is Founder and President of The Humphrey Group, one of North America's premier executive communications firms. For over 20 years The Humphrey Group has been coaching thousands of senior business people who wish to lead every time they speak. The firm's training programs, such as *Speaking as a Leader* and *Taking the Stage*, have been delivered globally to over 100,000 people directly and through train-the-trainer programs. The Humphrey Group's clients include blue chip companies around the world. Judith has published articles in the Harvard

Management Communication Letter, Vital Speeches of the Day, and Presentations That Persuade and Motivate (Harvard Business School Press). The Humphrey Group has offices in Toronto and Vancouver and its website is www.thehumphreygroup.com.