



The Leader's Guide to Speaking with Presence: How to Project Confidence, Conviction, and Authority

John Baldoni

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A leader's most important job is to communicate. Every day, whether in a meeting or a presentation, a water-cooler conversation or a formal speech, his or her ability to craft and deliver a clear message, one the audience will believe, is the tipping point between forgettable and transformational. The Leader's Guide to Speaking with Presence is a concise tool kit containing more than 100 practical tips for creating and communicating meaningful messages with presence and authority. Readers will discover how to:

- Present their ideas clearly and provide context

- Radiate confidence and put the audience at ease
- Refine their delivery
- Use stories to inform, involve, and inspire
- Leverage the energy of any room
- Convey optimism tempered with reality to gain buy-in
- Turn PowerPoint presentations into performances
- And more

To be truly effective, a leader's words need to ring true, and his or her delivery needs to be authentic. This handy little guide helps readers achieve the kind of genuine presence that leads to lasting trust and quantifiable influence.

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