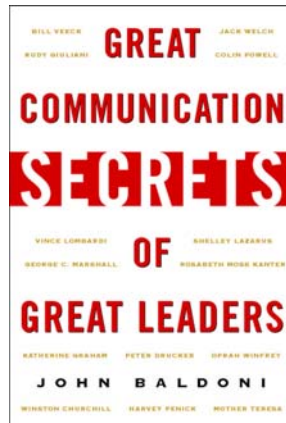


Preparing to deliver the leadership message

by

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Communications Planner: Delivering the Message

Content + Preparation + Audience = Moment of Truth. Use these tips to help you prepare for your “moment of truth.”

1. Consider your leadership message. Imagine yourself preparing to go on stage.
 - What does the audience want to hear?
 - How can bring your personality to bear on the message?
 - What story can you tell on yourself that might break the ice and put the audience at ease?
2. Listen to your voice on tape. Make notes about your tone and inflection?
3. Imagine a presentation style. When I speak I like to keep the mental image of Rob Petrie from the *Dick Van Dyke Show* in mind. If you recall the show, Rob (played by Mr. Van Dyke) was thin and lithe, and exuded a great deal of physical comedy with seemingly little physical movement. His movements, including the pratfalls, were polished and practiced.
4. Practice speaking in front of a mirror. It’s probably the oldest technique in the world, but there’s a reason. It works!
5. Watch yourself on videotape. Make notes about your movements and your voice. Do they work in concert?
6. Plan your rehearsal time. Plan what you will do in advance that way you can maximize your time on stage.
7. Watch the professionals. Attend lectures or speeches whenever possible. Watch what the pros do and as you do make notes on the following points.
 - How do they walk on stage?
 - How do they welcome the audience?
 - What gestures do they employ?
 - How do they make the audience feel? Why do they do this?
8. Consider a situation where a facilitated dialogue might be appropriate.
 - What is the issue you would explore? Why is more appropriate for dialogue than straight presentation?
 - What questions would you pose to yourself and audience?
 - What would you want as the desired outcome?
9. Think about your next meeting or coaching session. How will you employ some elements of communications theater to underscore your leadership message?