

TABLE OF CONTENTS

Preface	9
Demonstrate your Personal Power	
The “It” Factor	15
Tips to Relax	16
Six Ways to Eliminate Fear	18
Leadership Qualities	19
Communication Styles for Effective Leadership	21
Enhancing your Professional Presence	24
Signals that Say you are Listening	25
I-Listen Process	27
Visualize Success	29
Prepare Content	
Craft Compelling Content Format	33
Know your Audience	36
The Persuasive or Informative Presentation	37
Craft Compelling Content Worksheet	38
Create Visuals	42
The Technical or Financial Presentation	43
Craft Compelling Content Worksheet	44
Create Visuals	48
Communicating with the E-Level	49
E-Level Meetings	50
Ten-Minute Solution Process	51
E-Level Tips	54
How to Edit your Content	55
Get Their Attention	56
How to Tell a Personal Story	57
Power Words	57
Visual Aids	
Reasons to use Visual Aids	63
Guidelines for Visual Aids	64
Delivery Techniques	66
Technology Tips	68

TABLE OF CONTENTS

Delivery	
Key Physical Skills	73
Balancing your Physical Presence	75
Your Practice Session	76
Delivery Checklist	78
Refreshments	79
Communication Scenarios	
Impromptu Process	83
Question and Answer Session	85
Written Speeches	88
Using the Lectern	89
Media	90
Facilitation and Coaching	91
Giving Feedback	93
Disruptive Participants	96
About the Author	103