

# SPEAK TO LEAD

## Becoming the people's choice

Transcending to the “cast” of leadership enlists authority and recognition. People acknowledge and promote those, who poses attributes of resourcefulness and unshakable confidence. Establish credibility by delivering. Undertake, oversee, and deliver on all elements which are associated with your “persona” – work tasks, family affairs, and societal engagements. **Do. The. Work.**

Your external façade needs to tell a different story. Paddle rigorously across the ocean of hardships. This is your inner world. Outside - demonstrate composure. Effortlessness. While speaking of your capabilities, express unperturbability. Downplay challenges and make everything sound easy. Adopt a “can-do” vocabulary:

*“few little tweaks”*  
*“just a couple of hours”*  
*“only a handful of topics”*  
*“no big deal”*

The choice of words reflects your internal perspective to external events. Become **nonchalant**. This is your nature.

### Beware:

Arrogance leads to disdain. People will feel the need to protect their self-image if you patronize them. Envy breeds silent enemies.

While speaking to lead, safeguard your advancement. Win followers, convert rebels. To achieve this task, create an atmosphere of humaneness. You are **just** a human being, **just** like everyone else is. You have stories, but most importantly – you have emotions. Weave in your rhetoric bits of personal struggles, sacrifices, and lessons you learned along the way. Be tactical and mediated. Share too much or get too personal and people might mistake your openness for validation-seeking. Compassion is not what you are after. Relatability is your goal:

*“if you were in my position, wouldn't you...”*  
*“... as you have probably experienced as well...”*  
*“as we all know...”*  
*“we, people...”*

**Influence is achieved when power is submitted voluntarily.**