

# SHARPEN YOUR EXECUTIVE PRESENCE



GLOBAL  
PUBLIC  
SPEAKING

## I. Content: How to speak clearly and concisely

### Strategy

Use the PREP Framework

**Point:** *I believe that*

**Reason:** *And the reason is*

**Example:** *For example*

**Point:** *And that is why I believe*

### Exercise

Find a practice partner and have them ask you difficult work-related questions; answer using the PREP Framework.

What transition phrases can you use?

## II. Confidence: How to speak with confidence and authenticity

### Strategy

Ask, *Why You?* before you speak up in a meeting or give a presentation.

### Exercise

Ask, *Why You? Why do you care about your work? When was a time that made you care?*

## III. Voice & Tone: How to match your voice to your words

### Strategy

Speak with 100% Intention (focused energy)

### Exercise

Practice introducing yourself with 0% intention.

Repeat the same introduction with 100% intention.

What is the difference difference? Where could you use this in your work?



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