

# Conference Speaking for Business Leaders

How to use executive presence to inspire, connect and engage with a diverse audience

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# <10%

The average recall 24 hours after a typical presentation

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before we start



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## Executive Presence

### Speak with Executive Presence Program

For executives who need to think, speak and act like a Leader in multinationals based in Greater China

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How to connect with a diverse audience?

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Real value in a changing world



Feelin' the connection yet?



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## Half Life

Introduce yourself to 3 other people in exactly 16 words

I enable senior executives in China to influence their key stakeholders and get better results faster.

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## 8 words

Share with your partner what you would like to get out of tonight's event in exactly 8 words

A fun learning experience with maximum audience input

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## 4 words

What's your life motto in exactly 4 words

Walk your Talk, please

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## Principles with diverse audiences:

Not everyone will be dazzled by your wit and charm....so

Be versatile and adapt

Wisdom is in the Group

Walk your Talk

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# Knowledge Source

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Wisdom in the Group or..?



...Charismatic Hero Leader?

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# Role

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Guide on  
the Side  
or....



...Sage on  
the Stage?

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Common Ground

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What I want



What you  
want

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## Natural Tensions

Speak your Mind – Listen carefully

Assertive – Supportive

Big Picture – Small details

Results getter – Team player

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## Case

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### John Wang, Tax Director China

Chinese national, 15 year veteran from a Big 4 consulting firm, now an in-house tax specialist with a high end real estate investor and project manager. Project-based with high pressure from commercial directors based all across China and a global CFO in New York.

#### Issues:

Personalities - strong, aggressive commercial directors

Location - Global CFO based outside China

Working style - consultative versus business projects

Mindset "I have never worked outside China"

Communication - could never get to the point

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More than your experience and content,  
your success is determined by how well you  
**connect, engage and inspire** your audience

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Connection comes before content



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When you connect...  
...you 'plug into' the audience



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The Worldview Connection

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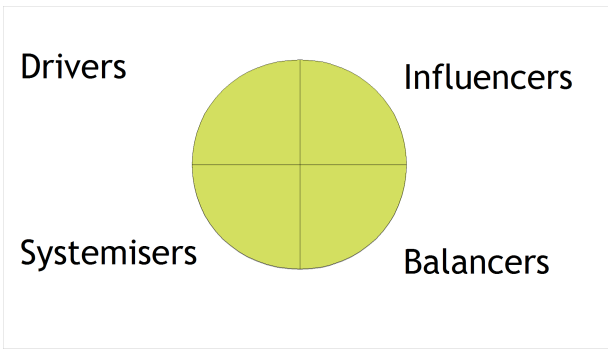
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READY FOR  
A  
QUESTION?

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**Zappos.com**  
POWERED by SERVICE™



“Deliver  
WOW  
through  
Service.”

Tony Hsieh

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“Start  
with  
Why.”

Simon Sinek

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Ken Robinson

“More  
creativity  
in  
schools.”

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Warwick John Fahy

“Stop  
world  
boredom.”

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“Ideas  
worth  
spreading.”

TED Talks

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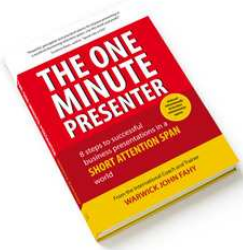
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“Better Business Presentations.”

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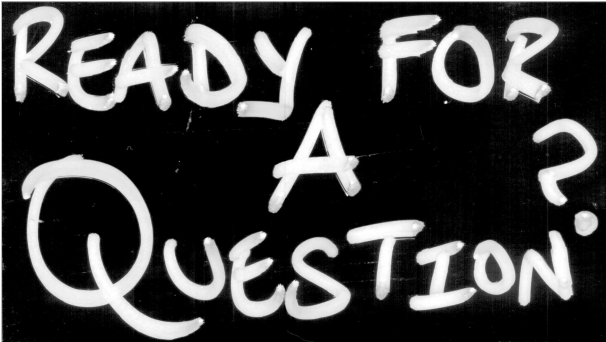
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before we end



~~RMB150~~  
RMB100



Executive Presence  
Strategy Session



Articles:  
10 Warning Signs Your  
Executive Needs to Develop  
Better Executive Presence +  
Presentation  
Notes in PDF

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## review

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## The best speakers have presence

### Connect

- *Physical connections*
- *Highlight the commonalities, affiliations, similarities*
- *Get in tune with their world view*

### Engage

- *Use quick anecdotes*
- *Relate personal stories*
- *Experiment with Interactive Techniques*

### Inspire

- *Through other people's amazing achievements*
- *Choosing your own accomplishments*
- *Going on a journey with your audience*

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## Try this...



- Become more versatile
- Vary your role
- Look for more sources of wisdom
- Rehearse one more hour than usual

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