

# Leadership and Public Speaking

**Building a strategic message and  
a strong public presence**



*A presentation by Luciana Herman, Ph.D.  
Harvard Kennedy School of Government*

# Lesson 1

## Phil Davison

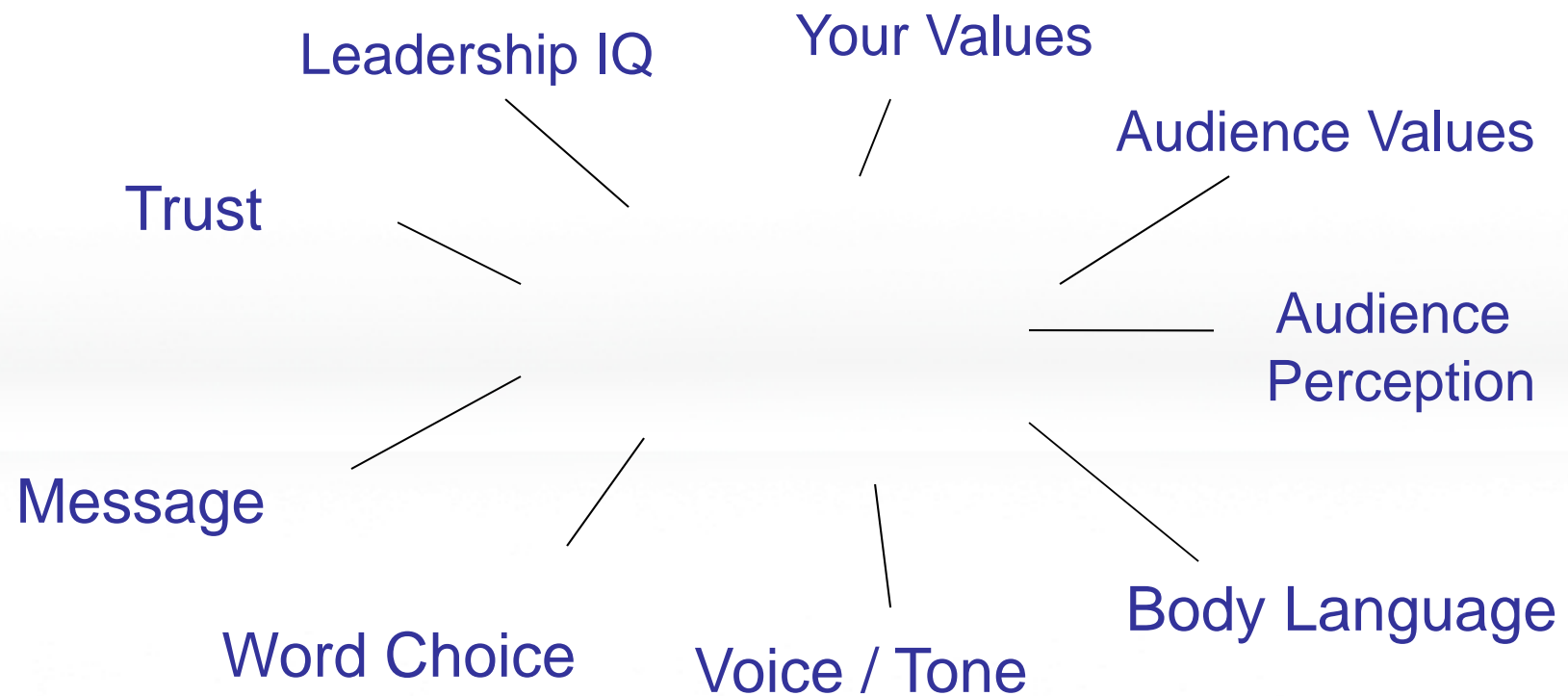
2010 (failed) Candidate for Stark County, Florida, Treasurer

<http://www.youtube.com/watch?v=UhV5RgcNJjE&noredirect>

=1

# What Makes a Strong Speaker?

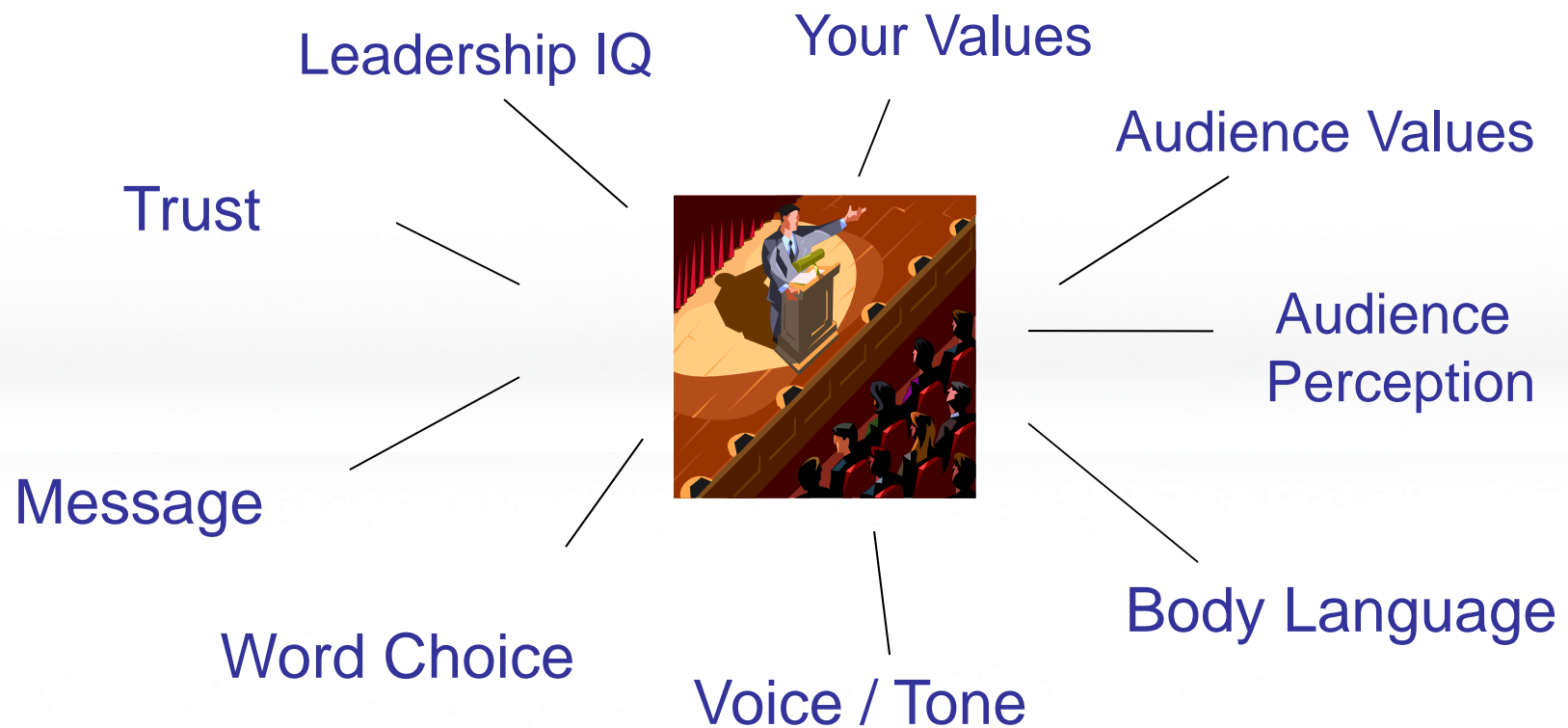
Nine Essentials



*Today's Presentation*

# What Makes a Strong Speaker?

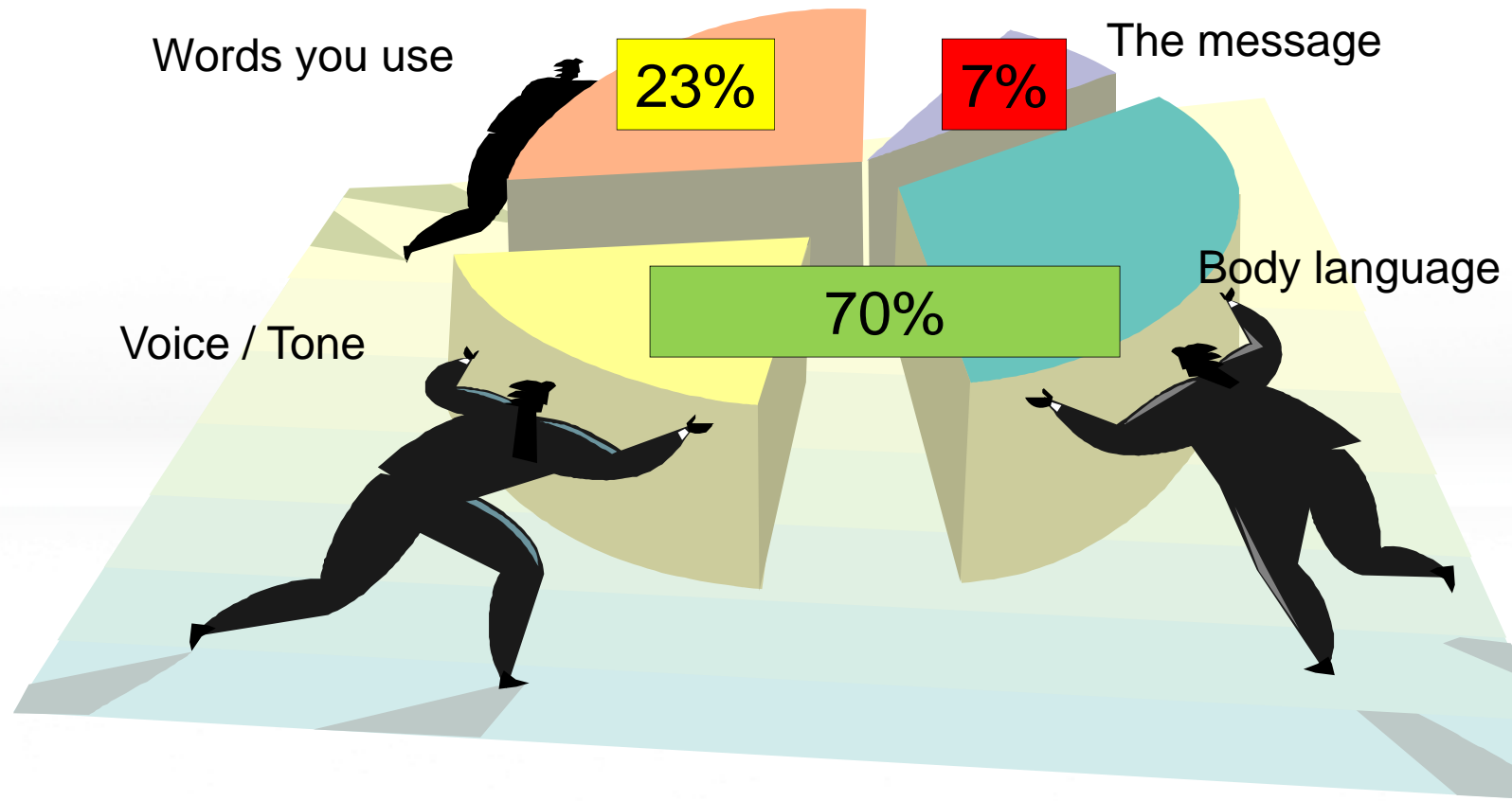
Nine Features



*Today's Presentation*

# What Makes a Strong Speaker?

Audience Perception



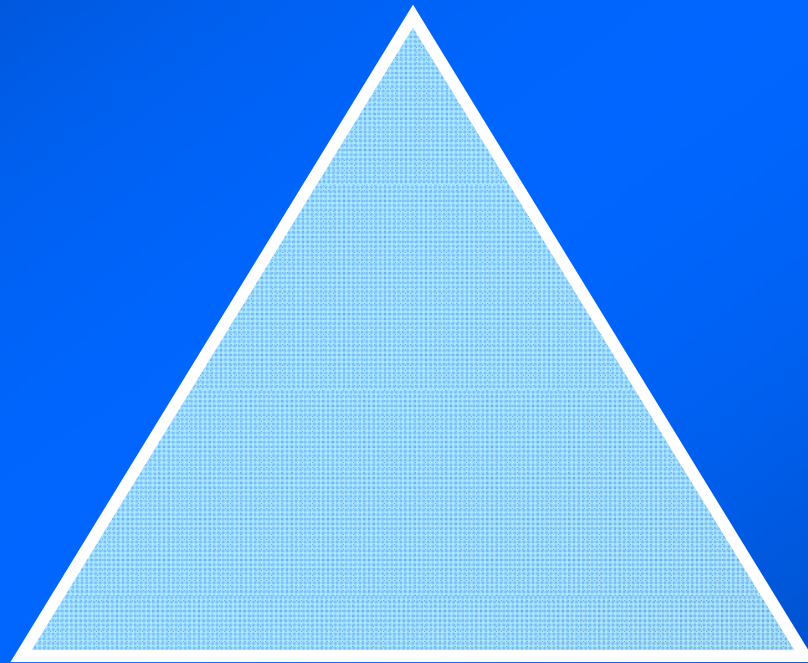
*How your audience perceives you*

# What Makes a Strong Leader?

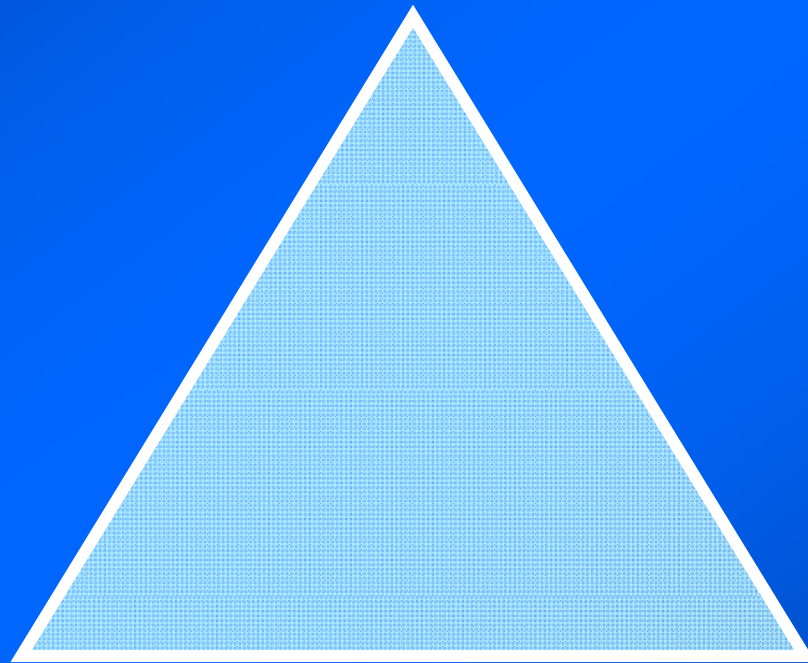
Leadership and Character



*Based on Daniel Goleman, "What Makes a Leader," Harvard Business School*



Logos

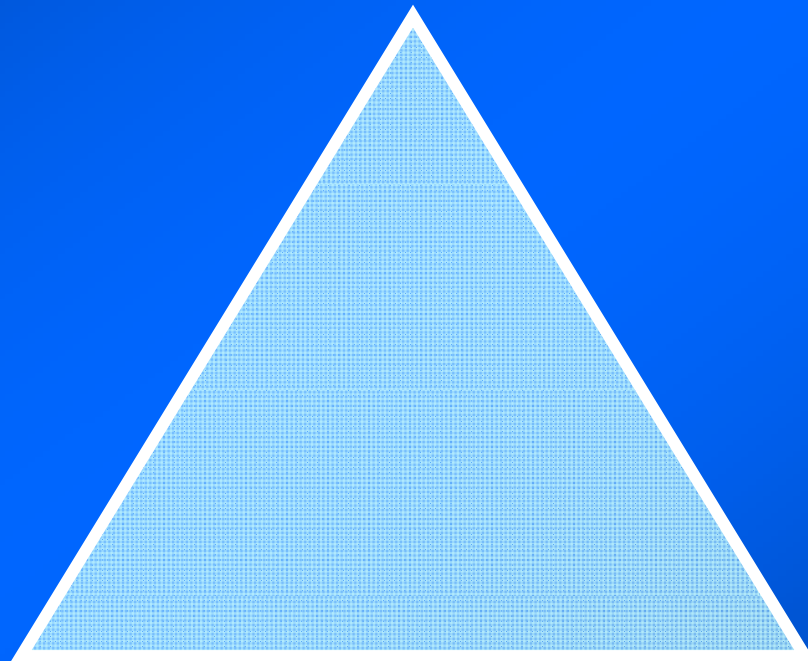


Logos

Pathos



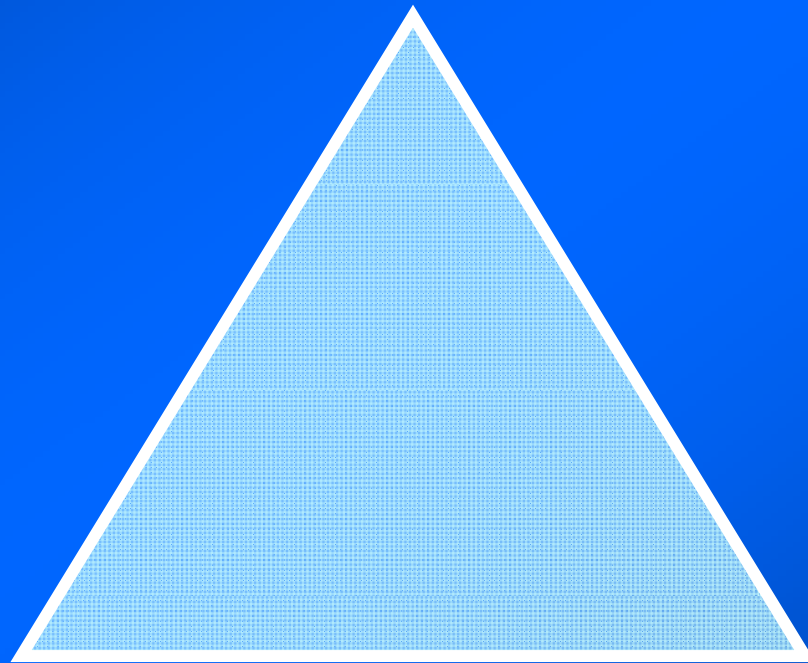
Ethos



Logos

Pathos

Ethos



Logos

Pathos


# What Makes a Strong Leader?

Your Leadership IQ



*Based on Daniel Goleman, "What Makes a Leader," Harvard Business School*

# Strategic Messaging

- 
- *What are your values?*
  - *What is the problem? Why does it matter to you? Why should it matter to other groups? What should be done about it?*

- *What are the phrases, images, or concepts that express common values?*

- *Who is your target audience?*
- *Does your message leave anyone out? If it does, is that a strategic choice?*

- *Revise your message, create your central frame.*

# Final Thoughts

## A Few Messaging Rules:

- Values resonate.
- Keep it emotional, not cerebral.
- Tell stories that your target audience can identify with.
- Images matter.
- Keep it simple.

## Target your audience with your message:

- Know your audience.
- Before developing your message, think carefully about your intended audience; write out a list of their values and issues.
- Are you trying to convince people who already think like you or is your target audience in opposition on some key aspect?
- What are your shared values on key issues? What stories will move them emotionally? Persuade them logically?

# Three Rules

1. Be authentic

2. Keep it simple

3. Know your audience

Now you'll stay calm, cool, and collected