

THE EXECUTIVE EDGE

PUBLIC SPEAKING &
LEADERSHIP COMMUNICATION

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LEADERS
WHO
CONNECT 


What You Do First Matters

- Reciprocity
- Connection

Our Perception of Leaders

- Deep ambivalence about CEOs
- Only 46% trust CEOs to do right
- Only 21% trust their own leaders
- Trust is necessary for connection
- Trust comes through authentic human connection

A.I.M. FORMULA (EXTERNAL & INTERNAL)

Audiences...WHO ARE YOU TRYING TO REACH?

Incentives...WHAT MOTIVATES THEM?

Messages...WHAT DO THEY NEED TO KNOW?

Audience Analysis

The More You Know = Connection

- Identify age, race, gender, income, etc.
- Identify where they get their news (mainstream and online)
- Identify who influences them
- Know their top causes

Audience Analysis by VOX Global

Youth Workers

Progressive Educators (42%)

This cluster is distinguished by an audience that shows interest in **education, politics, and worldwide news**. These people are politically left-leaning, keeping themselves informed by following outlets like NPR, CNN and The New York Times.

Sporty Conservatives (28%)

This cluster is marked by **sports enthusiasts who lean towards conservative politics**, having interests in figures like Donald Trump, Ted Cruz and LeBron James. They enjoy major sports events, are keen followers of ESPN and have a significant regional influence.

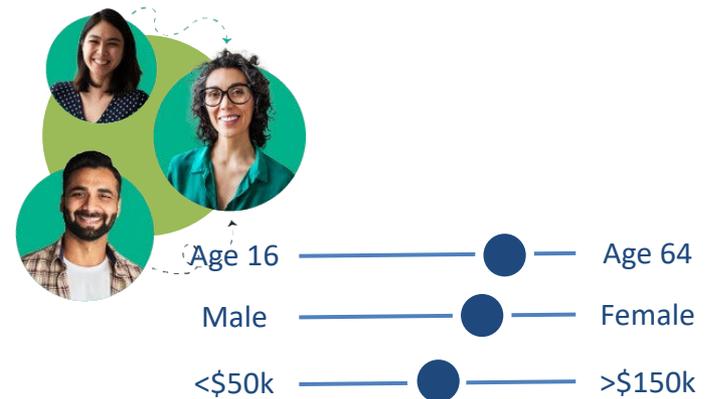
Pop Culture Fanatics (20%)

This cluster are tuned in to **mainstream pop culture**, entertainment, and social media, showing interests in figures ranging from Taylor Swift to Jimmy Fallon. They enjoy the latest pop culture phenomena, like a new series on Netflix.

Hometown Heroes (9%)

This cluster is particularly regional, revolving around their hometowns. Interests range from local sports teams such as local news channels and breweries, to local nonprofits. **These people are proud Midwesterners who love their city.**

Where Do They Get Their News



Narrative Analysis

More Intel = Deeper Connection

- Find what is being said about your issues
- AI audit plus digging into media, social, blogs, online forums, etc.
- Identify best messages to deploy

Public Speaking Tips

Before the presentation

- Know the content/3-4 messages
- Script the open for strong start
- Practice out loud and refine
- See the room before speech/mtg
- Test all audio/video in advance
- Hydrate and take some breaths

Public Speaking Tips

During the presentation

- What leaders do 1st matters
- Stand and deliver with energy
- Be 5% more vulnerable
- Use intentional pauses
- Use compelling stories to show head and heart

Public Speaking Tips

During the presentation

- Use connected body language
- Practice smart eye contact
- Smile when it fits content
- Watch pacing...go 10% slower
- Avoid um's and ah's

Tips for Managing Q&A



“Who has questions for my answers?”

CONNECTING LEADERS & INTERNAL TEAMS IN THE AGE OF AI

The Whys Behind Connected Leadership

Connected leaders WIN

- 70% higher employee engagement
- Leads to an army for grassroots
- 21% increase in profitability
- 4x more likely to be innovative
- 66% lower burnout risk
- 3x greater retention of top talent
- Policymakers and regulators trust workers more than leaders

Many Leaders Overestimate Effectiveness

Leadership blind spots

- 55% of leaders misread perceptions
- 86% say they are inspirational
- 82% of workers say they're not

- Leaders and teams are disconnected
- Leaders and teams are disengaged
- Trust is low...burnout is high

Connected leadership is increasingly important as generative AI expands

Employees Remember How Leaders Make Them Feel

S.U.V. Drives Connection Seen + Understood + Valued

- Seen: Employees feel recognized for their contributions and individuality.
- Understood: Employees feel heard and appreciated for their perspectives.
- Valued: People feel their work and wellbeing matter to the organization.

Connected Leader Framework

The Leadership S.E.A.T.

Servant Leadership = Making employee growth and wellbeing a top priority

Empathy = Getting into another's shoes. EQ is essential for trust

Adaptability = Thriving as environments change and helping others do the same

Transparency = Practicing open comms, being vulnerable and authentic

Actions of Connected Leaders

Connection Amplifiers

- Know names and use them
- Set cadence for connecting and protect that time
- Practice active listening
- Be a closed-loop communicator
- Be 5% more vulnerable
- Share customer/client stories

Next Steps

- Audit leader connectivity with your own organization/clients
- Build game plan for better exec connectivity externally/internally
- Consider 90-day connected leader training focused on new habit formation
- Evaluate what's working...do more of what works

Let's Connect

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