



## Pump **UP** the Volume and **YOUR** Message

“A passive approach to professional growth will leave you by the wayside.” Tom Peters

### Unique Characteristics of Leaders of Change

- o They know they are an expert and choose to share their knowledge
- o Willing to put their message out there
- o Take risks. They don't hide in the shadows
- o They know they make mistakes, own them, learn from them and keep moving in the directions of their goals
- o Constantly learning

*Raise your  
standards  
and the  
universe will  
meet you there*

Danielle LaPorte

Our goal is to speak up more clearly, with increased energy and frequency

### Influence

1. Trust
2. Authority
3. Value
4. Connection

Resource: 4 most important elements of influence - Teresa Basich [Radian6.com/blog/2011/01/](http://Radian6.com/blog/2011/01/)



## Pump **UP** the Volume and **YOUR** Message

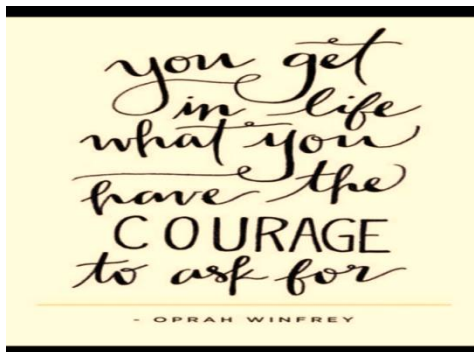
### Gems of Speaking

- o Share a message
- o Inspire
- o Start a movement
- o Position your expertise
- o Reach a lot of people
- o Leave a legacy

**Elevator Pitch:** a succinct and persuasive speech that you can use to spark interest in what your organization, profession or department provides. You can also use one to create interest in a project, idea or product.

Craft a great pitch by following these steps:

- o •Identify your goal.
- o •Explain what you do.
- o •Communicate your unique selling position (USP) companywide service, specific activity program
- o •Engage with a question.
- o •Put it all together.
- o •Practice.



### Resources:

Enchantment. Kawasaki,Guy. 2011, New York: Penguin Group.

Presence. Amy Cuddy,2015. New York. Little, Brown and Company