

Inspire Trust, Loyalty and Connection:

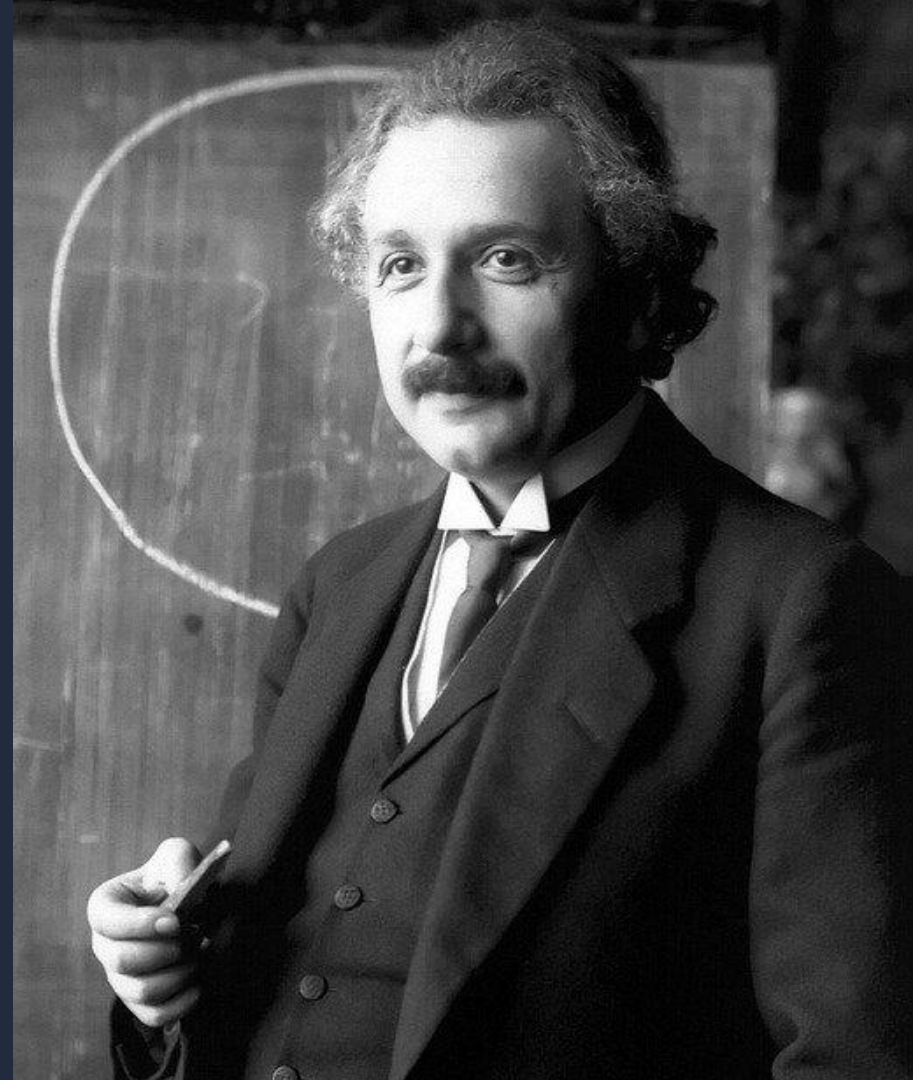
# SPEAK LIKE A LEADER

JOHN  
BATES

# The soft skills



# The hard skills



JOHN  
BATES

# LEADERSHIP IS A FUNCTION OF COMMUNICATION

$$L=f(C)$$



**Speak like the  
Powerful Leader  
you are.**

A black and white photograph of a man in a suit and glasses speaking into a microphone on a stage. He is looking upwards and to the right. In the background, several other people are seated, some looking towards the speaker. The overall scene is dimly lit, typical of a stage presentation.

**The world is  
watching.  
be TED-Worthy**

**JOHN  
BATES**

# **KEYS TO COMMUNICATION**

A set of keys, including a car key and several house keys, is scattered on a wooden surface. The image is overlaid with a blue gradient, and the text 'KEYS TO COMMUNICATION' is prominently displayed in white, bold, uppercase letters across the center.

- I. Give a deeper-than-usual look**
- II. Offer new insights-surprise.**
- III. Be authentic**



# Communicating with human beings





**Communicating  
with human  
beings  
is not logical.**



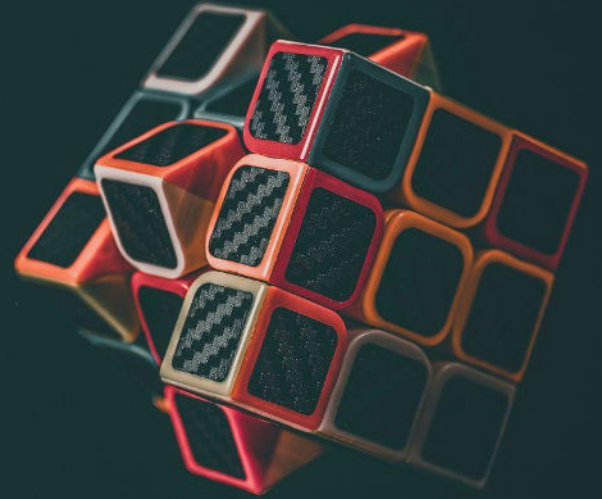
**It's  
bio-logical.**

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**Logic is  
necessary,  
but it is not  
sufficient.**

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# QUESTIONS?

- I. Uses & Applications?
- II. Things you are present to?
- III. Anything you want to say?

JOHN  
BATES

**You have to  
believe it.  
If you don't,  
they won't.**

# Mirror Neurons







**It is not a  
presentation**





~~It is not a  
presentation~~  
It's a  
performance!



**YOU could be  
responsible**



**YOU could be  
responsible  
For what  
*they hear!***

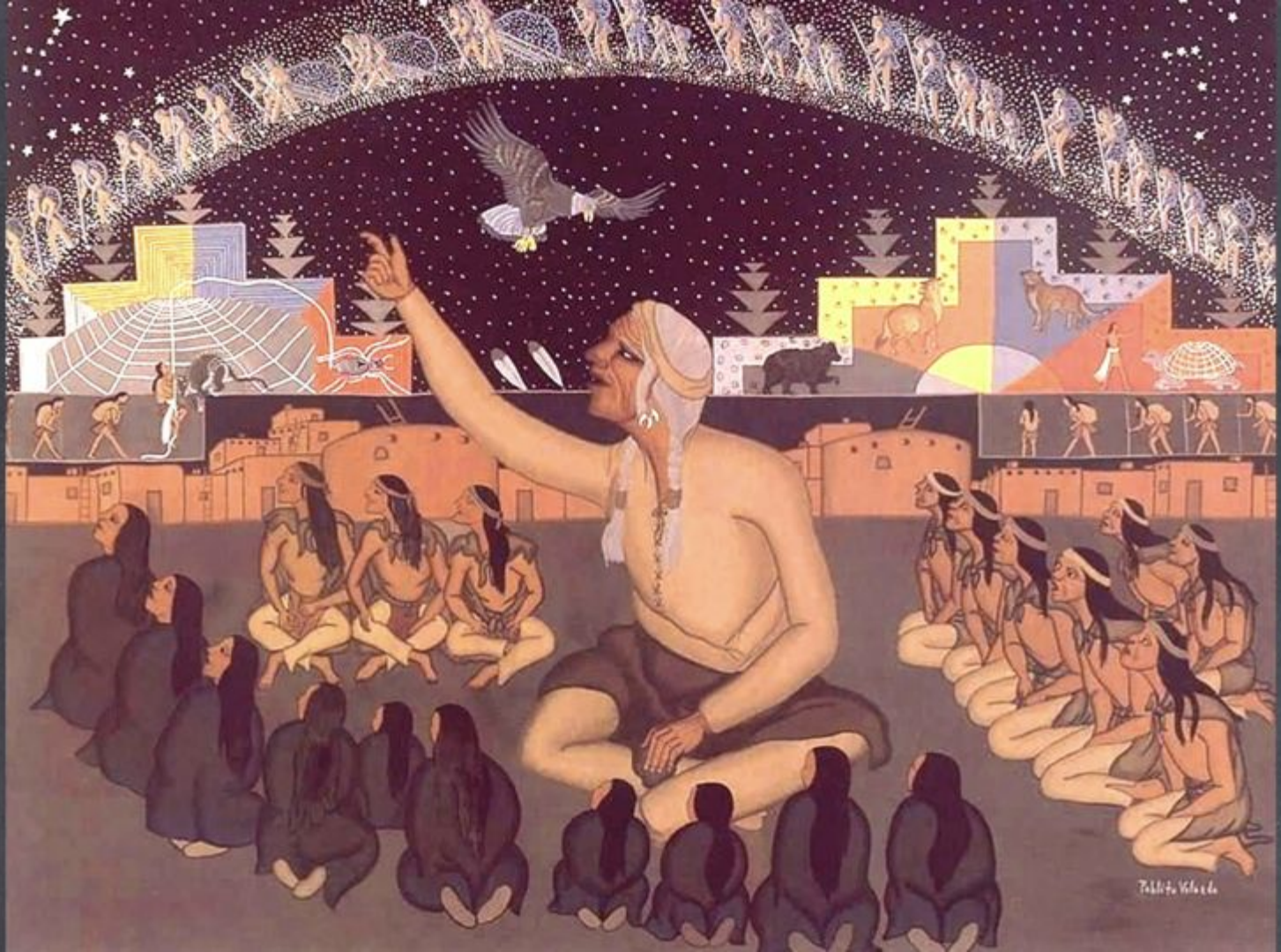
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YOUR ORIGIN STORY

**Campfires have  
been replaced by  
projector bulbs,  
and the power of  
story has eluded  
presenters in the  
workplace.**

- Nancy Duarte







YOUR ORIGIN STORY

**We want to  
hear your  
story.**

Be like...

John -  
Up here is  
where many  
great stories  
are born!

Never quit,  
Chris - 1977

an **ASTRONAUT!**

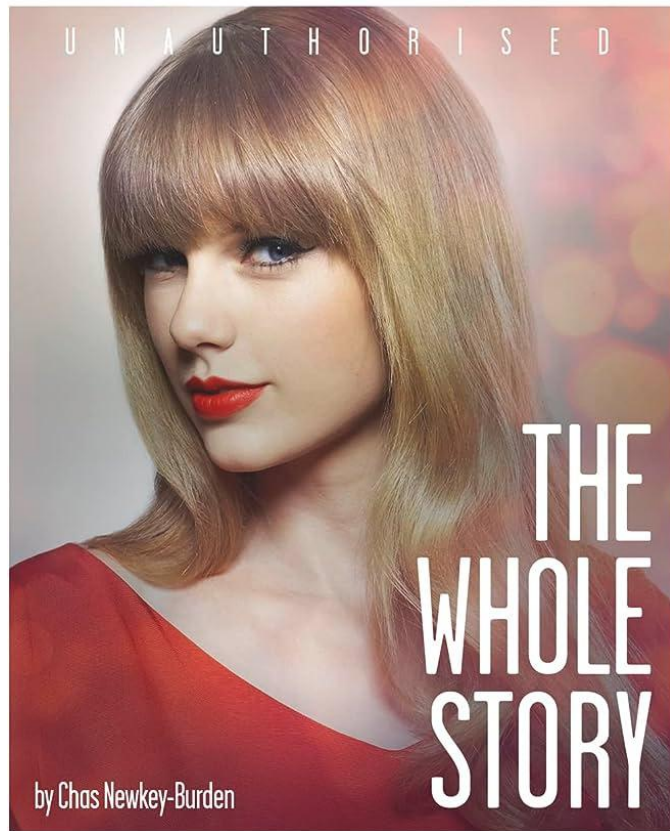
YOUR ORIGIN STORY

**You don't have  
to tell us the  
whole story...**

**Please!**

# TAYLOR SWIFT

U N A U T H O R I S E D



by Chas Newkey-Burden







# Curate!





Just give us the  
treats!



# QUESTIONS?

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# The BATES Equation of Public Speaking

## The BATES Equation of Public Speaking

$$1 \times 20 \times 3,000 = 60,000$$

$$60,000/60 = 1,000$$

1,000 hours of human life

# Prepare

---

YIPE!!!!!!

**PREPARE: YIPE**

Your  
Impression =

## PREPARE: YIPE

Your  
Impression =  
Performance x  
Exposure

# Practice

---

# Practice

---





# Practice

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# QUESTIONS?

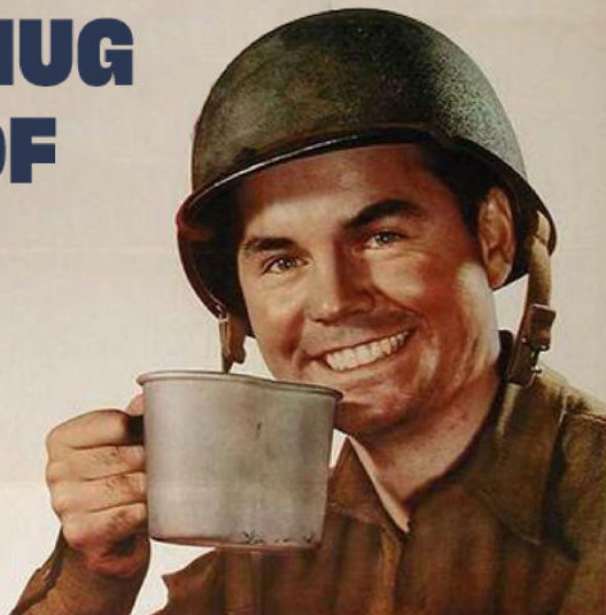
- I. Uses & Applications?
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JOHN  
BATES

# THREE LEVELS OF LEADERSHIP LISTENING

- I. Parrot it Back
- II. Get the Emotional Milieu
- III. Get their Underlying Commitments

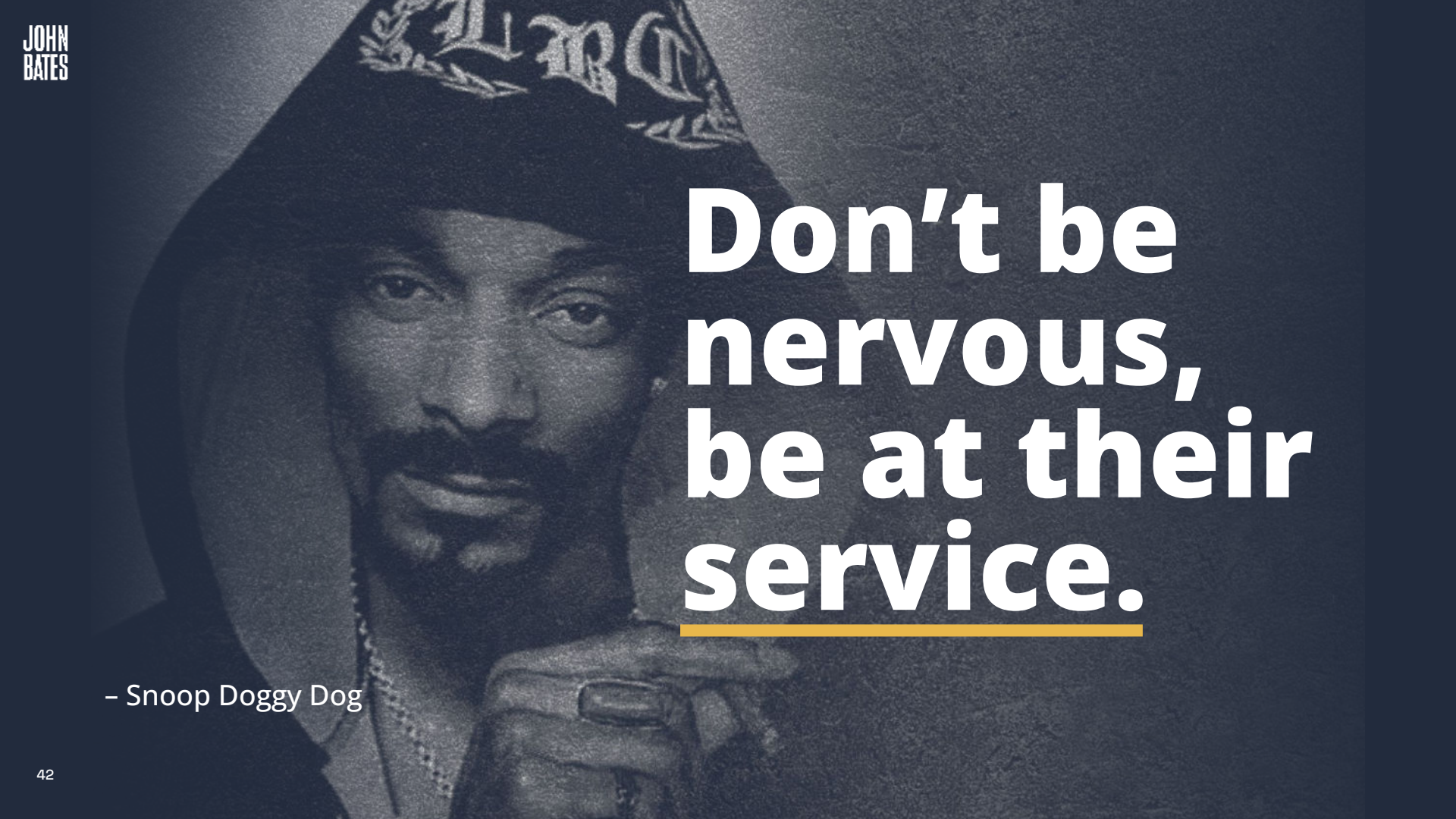
**HOW ABOUT A NICE  
BIG STEAMIN'  
MUG  
OF**



**SHUT THE F#@K UP?**



**TRY LISTENING...**



**Don't be  
nervous,  
be at their  
service.**

– Snoop Doggy Dog



A black and white photograph of Snoop Dogg. He is wearing a dark suit jacket over a light-colored shirt and a patterned bow tie. He has long dreadlocks and is wearing glasses. He is smiling slightly and making peace signs with both hands. The background is a plain, light-colored wall.

**Don't be  
nervous,  
be at their  
service.**

- Snoop Dogg



**JOHN  
BATES**

# **THE COMPLIMENT EXPERIMENT**

**Yes.  
You are  
inspiring.**

# Inspire



# Inspire





**JOHN  
BATES**

# **THREE WAYS TO CONNECT WITH, AND INSPIRE!**

*Any Audience, Any Time, Anywhere*

**People don't  
connect with your  
successes.  
They connect with  
your messes.  
Your message is in  
your mess.**

- Les Brown



2 of 3

**Don't make  
yourself special.  
Make the process  
special**

– Craig Valentine

3 of 3

**Don't be the hero  
of your own talk.  
Make the audience  
the hero.**





**Don't be Luke!**  
**Be Yoda!**



# Who are you? Who are they?




# QUESTIONS?

- I. Uses & Applications?
- II. Things you are present to?
- III. Anything you want to say?

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JOHN  
BATES

# THE BIG ROCKS

**Be willing  
to share  
yourself.**





**JOHN  
BATES**

**PRESENTING FROM STAGE,  
AND OTHER PLACES!**

# Keep their attention

## ESP

---

Keep their attention: **ESP**

**E**ye Contact

**S**peak Slowly

**P**urposeful Movement

**Bullets  
are for  
the  
enemy.**



**Presentations  
built around  
decks are  
wrecks.**





# Decks built around presentations cause exhilaration



A black and white photograph of a woman with her arms raised in a crowd, smiling. She is wearing a light-colored long-sleeved shirt and glasses. The crowd around her is dense, with many people looking towards the camera or slightly away. The background is dark and out of focus.

# Communication is the transfer of emotion

– Seth Godin

**I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.**

- Maya Angelou

**THANK YOU!**

**JOHN  
BATES**





YOUR ORIGIN STORY

# Be like... an astronaut



**JOHN  
BATES**

# **YOUR ORIGIN STORY**



JOHN  
BATES

# THE COMPLIMENT EXPERIMENT



# QUESTIONS?

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# Be TED-Worthy

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# Be TED-Worthy





# The world is watching. be TED-Worthy