

# 1. Show Confidence Through Body Language

- Own the space: Stand tall, shoulders back, and maintain a steady pace when walking.
- Use intentional gestures to reinforce key points (avoid fidgeting)
- Maintain calm, focused eye contact: Look at individuals for 3-5 seconds before shifting



# 2. Speak with Impact and Precision

- Begin with a powerful opening statement (e.g., "Here's why this matters...")
- Eliminate fillers like "um" and "you know" by using strategic pauses
- Structure your message using the Rule of Three (e.g., "Our focus is on growth, engagement, and results")



#### 3. Own Every Room You Step Into

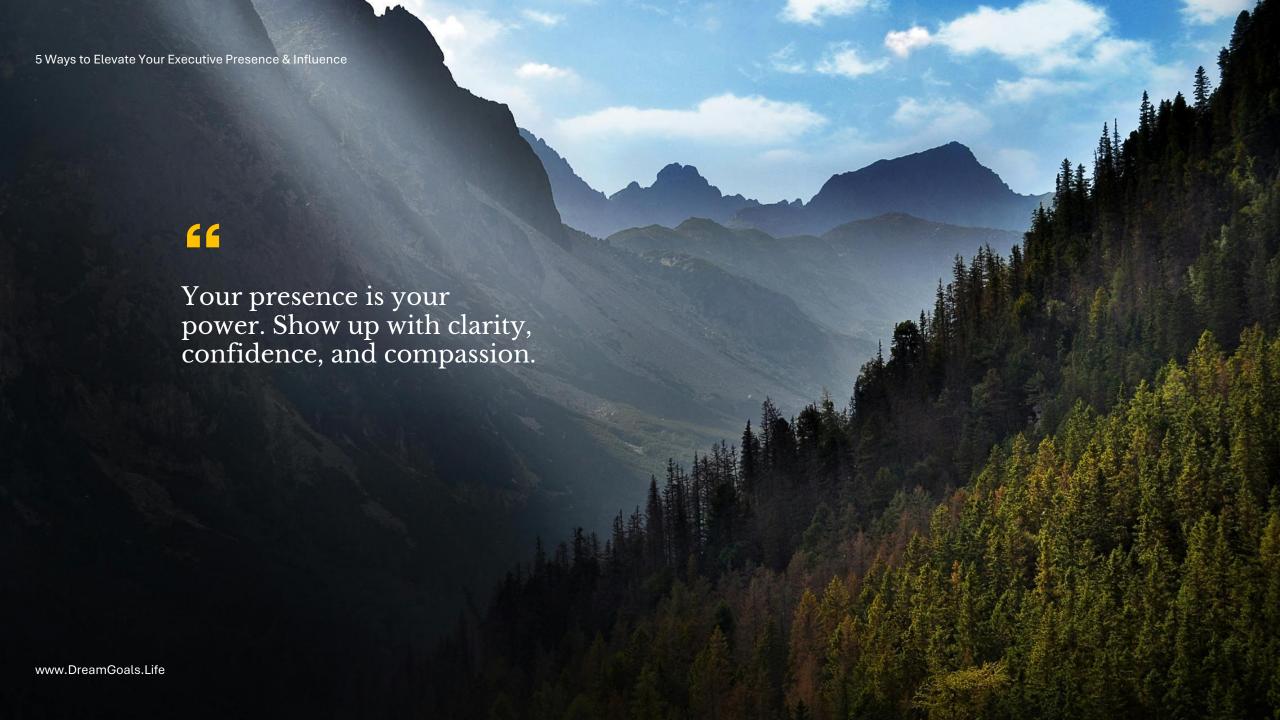
- Arrive 5 minutes early to assess the energy and set the right presence
- Pause before speaking: Let silence build anticipation
- Use the power stance (feet shoulder-width apart, hands in a relaxed, open position)



# 4. Listen with Intent, Respond with Authority

- Show active listening by paraphrasing ("What I hear you saying is...")
- Use strategic pauses before responding to show thoughtfulness
- Avoid distractions: Phone away, full eye contact, and engaged body language





# 5. Adapt and Influence Any Audience

- Identify their communication style: Are they direct, analytical, or relationship-driven?
- Mirror their tone and energy to create connection
- Use storytelling, data, or logic based on what resonates with your audience



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