

The New Leader Speech

Objectives:

- Develop a New Leader's Speech designed to set or shift the tone in an organization
- Communicate a clear, visionary, and inspirational message
- Refine presentation delivery skills to project a confident, credible executive presence

Optional Reading:

- Antonakis, J., Fenley, M., & Leichti, S. (2012). Learning charisma: Transform yourself into the person others want to follow, *Harvard Business Review*, 90(6), pp. 127-130, 147.

Assignment:

- Review the New Leader's Speech options (below), select one, and develop a working draft of your New Leader Speech for the presentation workshop. (*This presentation **will not** be supported by slides or visual aids.*)
- Please bring a fully charged cell phone (or tablet); we will be recording your speech on your own device.

Exercise Instructions:

During the workshop, you will deliver a "New Leader Speech" to a small group of your peers. You'll receive feedback on the structure, message, and delivery of your speech. Please bring a fully charged cell phone (or tablet) to class as we will be recording your speech on your own device. This strategy allows you to easily review your speech later.

Please **do not** create a slide deck for your presentation.

You'll have a brief period of time to work on your speech during the workshop; however, creating and practicing your presentation prior to our session will help you maximize your breakout group.

Option 1: Imagine that you're about to start a new leadership position within a new organization. How will you introduce yourself and begin to set the tone you desire? Develop and deliver a 4 – 5 minute introductory speech to your new team.

Option 2: Imagine you've recently been promoted within your company. How do you introduce yourself to your new team and begin to set the tone you desire? Develop and deliver a 4 – 5 minute introductory speech.

Content tactics for the New Leader Speech:¹

You should have strategic goals for your first opportunity speaking as a new leader. Consider the following tactics when delivering a new leader speech; these moves are fluid (they aren't concrete categories nor must they be sequential):

- Grab audience's attention
- Show who you are / establish personal credibility
- Motivate the audience
- Clearly assess the situation (with the new division/company and beyond)
- Recognize the accomplishments of the organization/team
- Lay out a new plan(s)/vision(s)/goal(s) (keeping in mind that change is an incremental process)
- Connect with team/encourage team members to connect

¹ Content tactics aggregated by Patricia Harms & Michael Meredith; partially inspired by 2014 Harvard Business article *What Team Leaders Should Do First* by Carolyn O'Hara (<https://hbr.org/2014/09/what-new-team-leaders-should-do-first>)