

How legendary leaders speak

Peter D Andrei

Peter Andrei is an in - demand coach, consultant and speaker. He has coached hundreds of public servants, political leaders and business leaders.. You can contact him at pandreibusiness@gmail.com He reads every mail and responds within 12 hours

Mindset moves mountains.

**A good mindset is a creative
mindset.**

**A bad mindset is a destructive
mindset**

The highest form of empathy is
seeing oneself in others,
feeling another's common
humanity.

Empathetic questions send a
feeling of belonging
“ You are not alone, I see, I
hear and feel this too”

Extent of lack of
understanding is the gap
between my experiences and
your experiences

There are two types of problems -
root causes and their symptoms.
If the problem behind the problem
is not addressed, new symptoms
will emerge.

A wise long term thinking leader
shifts the focus from the
symptoms to the root cause.

(my add -this is very true of hero
culture companies)

Connect people to the
miraculous meaning of things
they forget to be grateful
for.

The most persuasive English
word – “Together”

The most persuasive phrase –
“ we the people”

Why? Unity

**An intelligent unity beats
radical individualism and
radical collectivism**

Conviction is contagious , a
fact both opportune and
dangerous, a sharp double
edged sword

Wise conviction is one of the
greatest forces for good,
foolish conviction for evil

Humans are amazingly adept at identifying when speakers are deflecting, obscuring or misleading.

Don't let a leaf blind you for
the forest

The 3 things you must do

Capture attention

Keep attention

Direct attention

**Your honest convictions
usually emerge from a chaos of
honest uncertainties**

Ordering chaos is more
valuable than reordering order

**The persuasive vortex is about
confusion leading to certainty
leading to a decision.**

Stories speak to the soul,
numbers hit the mind,
narratives touch the heart,
and it is the heart that
decides.

Bad - 'its tough'

Also bad - 'its not tough'

Good - ' its tough but we are
in it together'

A leader's duty is to help
people beat their burdens

A leader's toolbox:

hope, wisdom, love, vigilance,
commitment, complete honesty
and evidence based conviction

**Too much disorder scares and
overwhelms us**

Only appeal to hope or fear or
any future based sentiment,
only for one thing, clarifying
what constitutes duty now.

Human attention is one of the most powerful and creative forces known to us.

A theme is not a subject , a
theme is the conceptual lens
you aim at the subject

The humble list of 3 things to talk about is the oldest, time-tested devices in the speaker's arsenal.

It is selfish to speak in
terms of only your interests
and expect undivided
attention.

Motivation plus belief
produces action.

No promise, no motivation, no
plan, no belief

All plans are not created
qual, a plan is not another
plan.

Rhetoric is a vehicle, a plan
is the passenger.

Good rhetoric and a bad plan
is a recipe for disaster, and
that where arrogance leads.

**There are three kinds of
benefits**

Gains

Loss preventions

Loss rectifications

Humans are risk averse, loss
averse, protective and
conservative by nature.

We need something to aim at –
worth striving toward, a good
fight worth fighting, an ideal
worth embodying, a promised
land worth journeying toward.

Hope is an enabler of action
evidence is the enabler of
hope

**A vision of tomorrow defines
our duties today.**

Verbs breathe life into
language. They convert
monotony to music.

Vivid verbs paint pictures,
vivid verbs speak twice.

We value what we know as
"good", believe what we know
as "how the world is"

Chaos and order
Tension and resolution
Problem and solution
Pain and pleasure
Terror and strength

Rhetorical structures focus
you.

A rhetorical structure should
act as a guardrail, not a
straightjacket.

A hard call to action is
tangible, visible and concrete

A soft call to action is
intangible, invisible and
mental.

The psychological basis of
unity is also the
psychological basis of
division.

**We have four languages -
Words, Voice, Body and Visuals.
I add the language of action
now**

Framing your leadership is
necessary, unavoidable and
establishes the expectations
that shape the future.

Presenting yourself as the leader they want does not mean hiding your true character, deceiving or manipulating.

Connection is the first step
to persuasion