

The Five C's of *Leadership Speaking*

Clarity

Your message
Who you serve

Commitment

To doing whatever it takes to share your message
To serving those you are meant to serve powerfully
To being an awesome leadership speaker

Confidence

Bringing full competence
Expressing with conviction

Caring

About the difference you make
About those you serve

Charisma (Natural)

Warmth + Power + Authentic Expression
Your own natural style is your best style