

Confidence

The 5 C's of Thought Leadership Speaking

Exercise: Competence & Conviction Assessment

Since confidence is essential to serving your audience, it's important that you know where you stand in your own sense of confidence. Use these questions to assess where you may want to concentrate on building your competence (or recognition of your competence) and your connection to conviction. Grab your journal and write out your answers in there.

My subject-area competence is in (name your area of expertise and, if relevant, the niche in which your experience is strongest)...

The audience I most want to serve is wishing for competent expertise from their speakers on these topics and/or solving these problems...

My subject-area expertise serves the audience I want to serve powerfully because...

As a speaker and thought leader, I have built competence through these trainings and experiences... (List out any speaking training or coaching, writing or publishing training or experience, and as many examples of places you've spoken and published in the areas of expertise you mention above.)

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The reason I care so much about making a difference for others with my message is...

When I check in with myself honestly, I feel that my conviction around serving others with this message is at a (use 1-10 scale, where 1 = I'm just not feeling it, and 10 = off the charts). Given this, my next step is to... (Use the ideas from this chapter to make a plan for emboldening your conviction, such as "put practices in place to release speaking anxiety" or "revisit my 'why' story every day for the next thirty days.")

When I think about my expressed conviction and the possible impact of speaking anxiety, I recognize that for me... (How does speaking anxiety impact the delivery of your message, if at all)?

I plan to take this action about any lingering speaking anxiety that may be interfering with my expressed conviction...