

# The **Empowering** Leader!

**Helping others to Speak and Teach,  
Achieve and Recognize**

**Empowering:**  
Investing with power.  
Equipping or supplying with an ability;  
Enabling.



*Sales & Service Solutions Through Speaking*

[www.ExpressionsOfExcellence.com](http://www.ExpressionsOfExcellence.com)

[www.CultivateTheLeaderInYou.com](http://www.CultivateTheLeaderInYou.com)

# How We Empower and Disempower

As leaders, our LANGUAGE affects the results we generate. *Disempowering* language limits and diminishes others. *Empowering* language nurtures and grows confidence, success and leadership in others.

Disempowering Language	Empowering Language
No .....	Yes
Can't .....	You can
Wrong! .....	Good job
Bad .....	Well done
Yes, but... ..	Yes, and...
.....	.....
.....	.....
.....	.....
.....	.....
.....	.....

Read Craig's article on the use of "Yes, AND" in sales situations:  
[www.expressionsofexcellence.com/ARTICLES/improve\\_service\\_with\\_improv.htm](http://www.expressionsofexcellence.com/ARTICLES/improve_service_with_improv.htm)

Beyond the language we use, our facial expressions, body language, gestures also have the capacity to disempower or empower.

Disempowering Tools	Empowering Tools
Frown .....	Smile
Sledgehammer .....	Feather
Magnifying glass .....	Rose tinted glasses
Back of hand .....	Open hand
Finger Point .....	Thumb Up!
Whip .....	Flower
.....	.....
.....	.....
.....	.....

# Recruiting Others: How You Make The Ask

Recruiting Others: How to Make the ASK	How it sounds
1. Phrase request in terms of the <b>benefits</b> of the prospect. What's in it <i>for them</i> ?	<i>This opportunity would be great experience for you and in line with your stated goals!</i>
2. <b>Be positive.</b> (Don't emphasize all the reasons someone shouldn't take the position!)	<i>This position is both fun and a stepping stone to further district aspirations. Others migrated from here to top-3 positions.</i>
3. Show <b>respect</b> and <b>appreciation</b> for your prospect	<i>I love what you did last year with the newsletter and can't think of a more qualified candidate!</i>
4. <b>Give accurate and clear expectations.</b> (Don't gloss over requirements.)	<i>This position is time intensive in September and February...but otherwise very evenly apportioned.</i>
5. <b>Listen</b> to your prospects' concerns. What are their issues?	<i>I hear your concern around time (or money, resources or support). Let's see how we can make this work for you.</i>
6. Give an appropriate amount of <b>time to make an informed decision</b>	<i>Why don't you think about it and talk it over with your [partner, kids, boss, co-workers...] and we'll speak again in a week. OK?</i>
7. <b>Strive for win-wins.</b> Use flexibility and creativity to find mutually acceptable outcomes	<i>This way you can stay at home in the afternoons, and serve your team on the weekends. This benefits us both.</i>
8. <b>Accept</b> their answer whether they agree to your request or not	<i>I understand your decision and how tough it was to make. We appreciate your informed decision.</i>
9. Consider a <b>counter-offer</b> or secondary offer. A fallback offer allows your prospect to join your team in whatever capacity they are able to.	<i>How about... ;</i>  <i>Would you consider instead...?</i>  <i>Here's a role that might fit better:</i>
10. <b>Thank them</b> either way for their time and willingness to consider your offer. By treating them with respect and care they are more likely to say yes in the future.	<i>Thank you for considering our overture. There's always next year! Meanwhile, we wish YOU good luck with your other responsibilities. It was a pleasure to get to know you better. I hope we'll see you around nonetheless this year!</i>

# The Power of Praise

"57 percent of the most meaningful recognition received is absolutely free. No budget, special equipment or legislation is required. Just a willingness to extend oneself."

— Cindy Ventrice ATM-B,  
Author, *Make Their Day! Employee Recognition That Works*

## Praise in Toastmasters:

- Validates past accomplishments of a member
- Reinforces Toastmasters values for all to see
- Let's others know what is rewarded, appreciated, possible
- Yields more of the same accomplishments in the future
- Is a form of currency that costs little to dispense
- Shows others leaders you notice, care & appreciate their efforts

## Opportunities to dispense Praise abound:

- For milestones: first speech, CC, AC, CL, AL, DTM
- Participating in first contest
- Running for club or district office; completing terms in office
- Starting first club; starting a club
- Saving a club; coaching a club
- Recruiting new members
- Staging a contest

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## Praise Plus: Leaders Growing Leaders

Accomplishment	Praise / Plus...
Complete CC .....	
Complete presidency .....	
Complete Area Gov. term .....	

# Resources For Leaders



## Free Toastmasters Leadership Articles of Craig Harrison's

### Customer Service for Club Officers: A 7-Point Service Leadership Program

[www.expressionsofexcellence.com/ARTICLES/customer\\_service\\_officer.htm](http://www.expressionsofexcellence.com/ARTICLES/customer_service_officer.htm)

### Lead from where you sit, stand or speak

[www.expressionsofexcellence.com/ARTICLES/Lead\\_from\\_your\\_seat.htm](http://www.expressionsofexcellence.com/ARTICLES/Lead_from_your_seat.htm)

### The Speaker As Leader

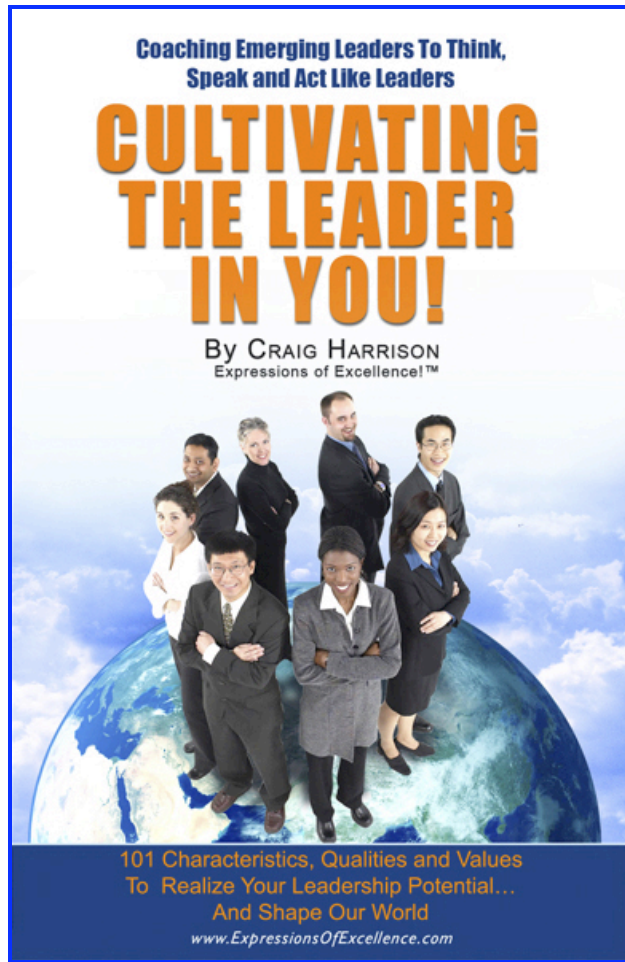
[www.expressionsofexcellence.com/ARTICLES/speakers\\_are\\_leaders.htm](http://www.expressionsofexcellence.com/ARTICLES/speakers_are_leaders.htm)

### Projecting Potential

[www.expressionsofexcellence.com/ARTICLES/potential.htm\\_seat.htm](http://www.expressionsofexcellence.com/ARTICLES/potential.htm_seat.htm)

### On Mentorship: How Mine Turned Mountains to Molehills

[www.expressionsofexcellence.com/ARTICLES/mentor.pdf](http://www.expressionsofexcellence.com/ARTICLES/mentor.pdf)



***Helping Toastmasters Lead  
From Where They Sit, Stand & Speak  
\$10***



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