



EPHA DEPUTY & ASSISTANT HEADTEACHERS' CONFERENCE

Friday 7th October 2022

Leadership and Influence

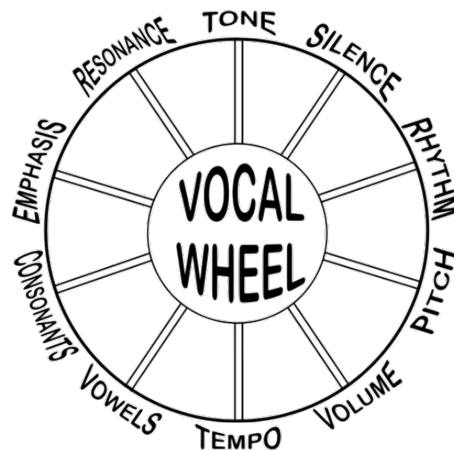
with Judy Apps

All those pressured occasions - presentations, meetings, interviews, difficult or sensitive conversations ... whatever your other skills, good communication is a vital part of your leadership role. And we all find some situations easier than others. Occasionally, you might feel like a gibbering wreck! Or you control your nerves but at the expense of aliveness? Or you shrink from questions and anything unplanned? What's it like for you?

The second challenge is how to *influence* through communication. You may be confident but don't feel you always get through to people. How do you *move* people to act on what you say?

Unpicking communication and influence

We talk to each other, but a lot of the time we don't communicate. It's easy to be deceived by words. Communication isn't just the *words* we use - that's a small part of it; it's *sounds* and *vibrations* that hold the meaning. A *convincing* voice is full of nuance.



When you communicate for real, you create a *connection* with the other person/people.

Many of us adopt an agenda – a persona – instead of connecting - e.g. to look good, get people to like us, come out on top, or defend ourselves. This makes our voice 'samey', without variation. It also acts as a disconnect from others.

If we want to reach each other, we need to find a way to be truly present. Such openness leaves us vulnerable and can be scary, but it's the way to be authentic and spontaneous.

To be full-hearted is to touch each other, and that's where influence happens.

Three Basic Keys to Influence (all 3 mental, physical, *and* emotional)

1. **Energetic purpose**
What *really* matters, what's the energy driving this, and how does that inform your delivery?
2. **Powerful state of mind**
How to change your state to be most resourceful in high energy situations.
3. **Connection**
How to create a connection with your audience to *move* (influence) them.

FURTHER READING AND LISTENING

BOOKS by JUDY APPS

The Art of Communication: Be Authentic, Lead Others and Create Strong Relationships (*Capstone*). Activate your whole mind — not just your intellect — to bring creativity and depth to communication. Learn to be open-hearted, spontaneous, vulnerable, intuitive, and captivating in every conversation.

The Art of Conversation: Change Your Life with Confident Communication (*Capstone*). Good conversational skills can transform every aspect of your world. The simplest conversation can hold a hidden thread of the most intimate and fulfilling connection...if you know the secret.

Butterflies and Sweaty Palms: 25 Sure-Fire Ways to Speak & Present with Confidence (*Crown House*). Have you picked up self-help books and thought, 'It's all very well but it won't work for me'? This great little book meets you where you are and helps you to overcome nerves by approaching the problem on different levels.

Voice & Speaking Skills For Dummies (*Wiley*) Find your voice, and communicate with confidence. As with other 'For Dummies' books, this comprehensive and easy to dip into book offers answers to all your voice questions.

Voice of Influence: How to Get People to Love to Listen to You (*Crown House Publishing*). Speak more powerfully and influentially. Communicate from the whole of you and reach people at a deeper level Find your true voice rather than just speaking with expression. Understand people better through the sound of their voice.

Judy's TEDx Talk – Spreading a powerful idea in 15 mins

My TEDx Talk - **How Your Voice Touches Others: The true meaning of what you say**

https://www.ted.com/talks/judy_apps_how_your_voice_touches_others_the_true_meaning_of_what_you_say. Also on YouTube – *Judy Apps TEDx Talk*.

Free e-courses, articles, info on one-to-one coaching

All at my website: <http://judyapps.co.uk/web/>, or contact me at judy@voiceofinfluence.co.uk
Coaching is offered either face-to-face or via the internet.