



# “A Star is MADE...”

Five points to develop the leader in YOU

Presented by: Craig Weidel, SNS, CHt  
Speaking Dynamic Concepts, LLC

# Overview

- What is leadership?
- What are the five points?
- Review
- Questions anyone?

# What is leadership?

“ Leadership is the art of using persuasive skills to influence the attitudes and behaviors of others toward exceptional performance”

# What are the five points?

## **Point One:**

**Top leaders all have a  
sense of humor...and  
love to laugh**

# Point One – Sense of humor

“Laughter is the shortest distance between two people”

**Victor Borge**

# Point One: Sense of Humor

- It proves to your people that you are human
- It keeps you sane
- It breaks the stress
- Improves productivity

# What are the five points?

## **Point Two:**

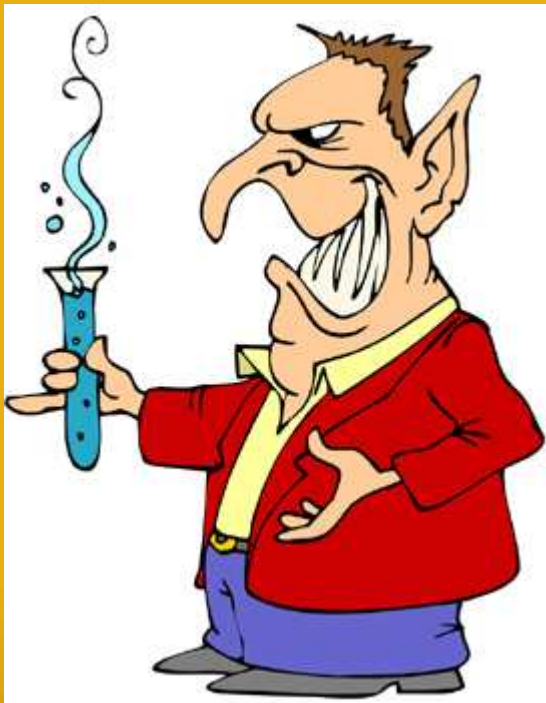
**Top leaders know how to  
assess their thoughts and  
self image**

## Point Two: Assess/Self Image

“Whether you think you can or whether you think you can’t. It doesn’t matter because you are right either way.”

**Henry Ford**

# Let's try an experiment!!



**DISCLAIMER: No  
human will be harmed  
during this  
experiment.....**

**I HOPE !**

# Point Two: Assess/Self Image

- What you think about, comes about
- Whatever we expect, we get
- Don't wear your feelings on your sleeve

# What are the five points?

## **Point Three:**

**Good leaders are constant learners...perceptive learners**

## **Point Three: Constant Learners**

**“ A formal education will get you a job. Self education will make you a fortune.”**

**Jim Rohn**

# Point Three: Constant Learners

- Top CEO's – average 30 books
- Auto university – 500/1000
- T.V. - Internet
- Community opportunities
- Association opportunities
- 3 – careers w/ 15 job changes

# A learning story. . .



Property of: Speaking Dynamic Concepts, LLC – P.O. Box 11154 – Scottsdale, AZ. - 85271

**What are the five points?**

**Point Four:**

**Good leaders are true  
communicators...**

# Gender and Communication...



**Hunter**

**Vs.**



**Gatherer**

# Hunter Characteristics...

- Problem solvers/fixers
- One track mind
- Tell women how to feel
- Don't need to discuss
- Always have to be right
- Only do what they have to do
- Like to score points



# Words Men Use...

- **“Sure honey” or “Yes dear”**

This is a conditional response and means nothing. They are probably blanking out what you are saying – especially happens during sports on TV.

# Words Men Use...

- **“It would take to long to explain...”**

This actually means they [men] have no idea how it works or how to fix something!

# Words Men Use...

- **“I can’t find it”**

I am clueless – nothing just fell into my open arms when I was standing here.

# Words Men Use...

- **“I heard you...”**

Means, I have not the foggiest idea what you are talking about or what you just said and I am having trouble faking it.

# Words Men Use...

- **“I’m not lost, I know exactly where we are...”**

Translated means – no one will ever see us again and I am too proud to ask for directions.

# Gatherer Characteristics...

- Love to multi-task
- Home improvement committee
- Ask for 'opinions' but don't want the answers
- Need to discuss
- Need verbal feedback
- Pay attention to little things



## 4 – Questions women should never ask...

- “Do you notice something different?”
- “What do you think I should wear?”
- “Do you think that woman is prettier than me?”
- “Does my butt look big in this?”

# Words Women Use...

- **“Fine”**

This is the word women use to end an argument when they are right and you need to shut up.

# Words Women Use...

- **“Thanks”**

A woman is thanking you.

Do not question it or faint.

Just say you're welcome.

# Words Women Use...

- **“Go ahead dear”**

This is a dare, not permission.

Don't do it under any  
circumstance!

# Words Woman Use...

- **“Nothing”**

This is a calm before the storm,  
this means ‘something’ and  
you should be on your toes.  
Arguments that begin with  
‘nothing’ usually end in ‘fine’!

# Words Woman Use...

- **“Loud sigh” – sound**

This is not actually a word, but a non-verbal statement often misunderstood by men. A ‘loud sigh’ means she thinks you are an idiot and wonders why she is wasting her time standing here and arguing with you over ‘nothing’?

# How to get it out of them?

- Let the speaker in
- Echoing
- Dig a little deeper



**What are the five points?**

**Point Five:**

**Good leaders can see the  
forest from the trees...**

# Do you get it.....?

“Sometimes in leadership it’s hard to see the forest for the trees. Take off and give me something you really don’t need.”



# Questions?



Property of: Speaking Dynamic Concepts, LLC – P.O. Box 11154 – Scottsdale, AZ. - 85271

# Thanks for being here!

## **Contact Information:**

**Speaking Dynamic Concepts, LLC**

**c/o Craig Weidel**

**P.O. Box 11154**

**Scottsdale, AZ. 85271**

**(480) 203-6835**

**clweidel@cox.net**