

THE LANGUAGE OF LEADERSHIP



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**THE STARTING POINT
FOR GOOD LEADERSHIP
IS SELF-AWARENESS.**

**PLEASE CLOSE YOUR EYES, AND
PUT YOUR HANDS OUT IN FRONT
OF YOU**



**OPEN YOUR EYES AND LOOK AT
WHERE YOUR HANDS ARE**

IF YOUR HANDS WERE FAR APART

- You are imaginative
- You are empathetic
- You are intuitive
- You are enthusiastic
- You are passionate and adaptable

IF YOUR HANDS WERE CLOSE TOGETHER

- You are logical
- You are analytical
- You are detail-oriented
- You enjoy solving puzzles
- You are organized and methodical

IF YOU SAW THE PUPPY

- You are skeptical



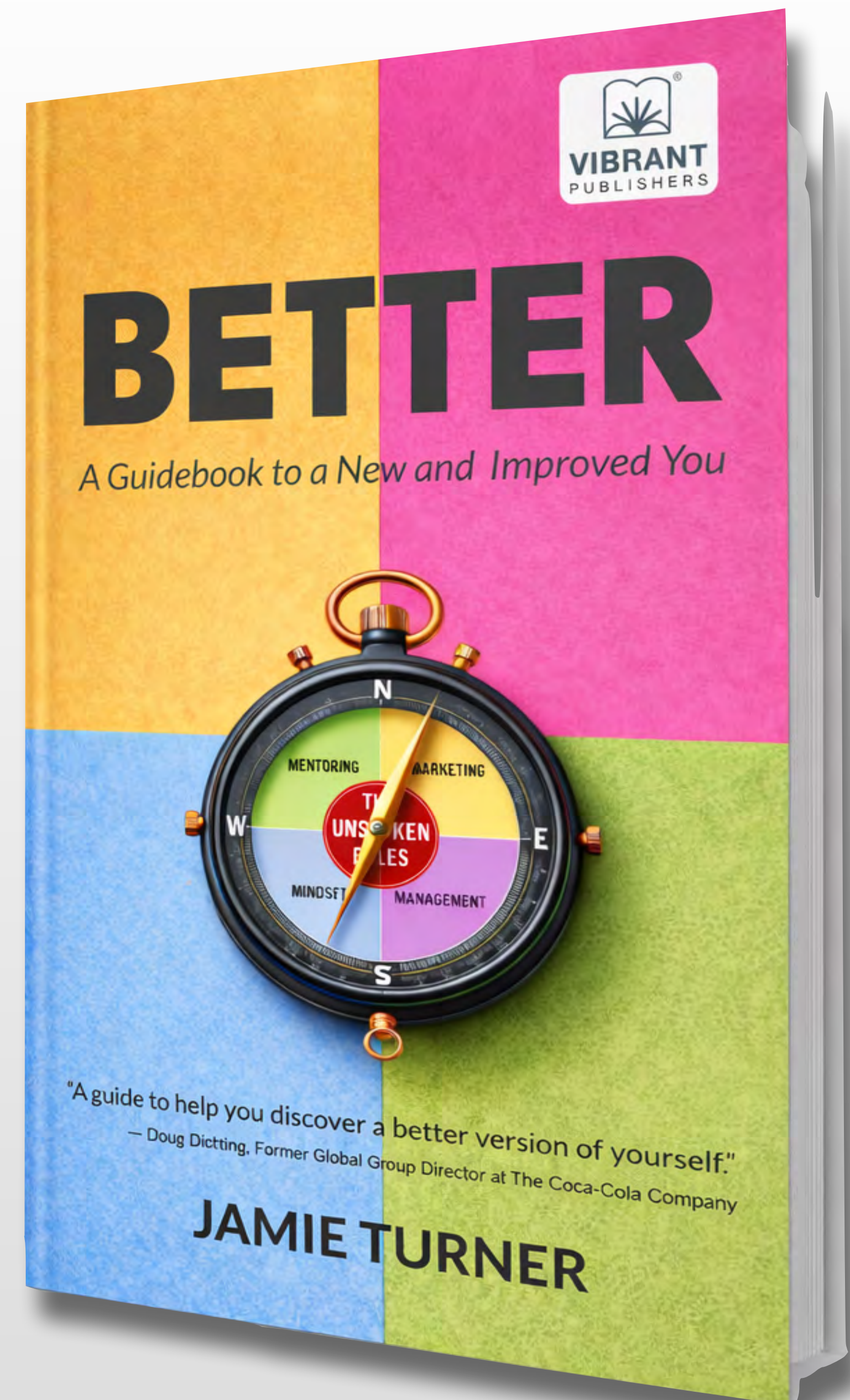
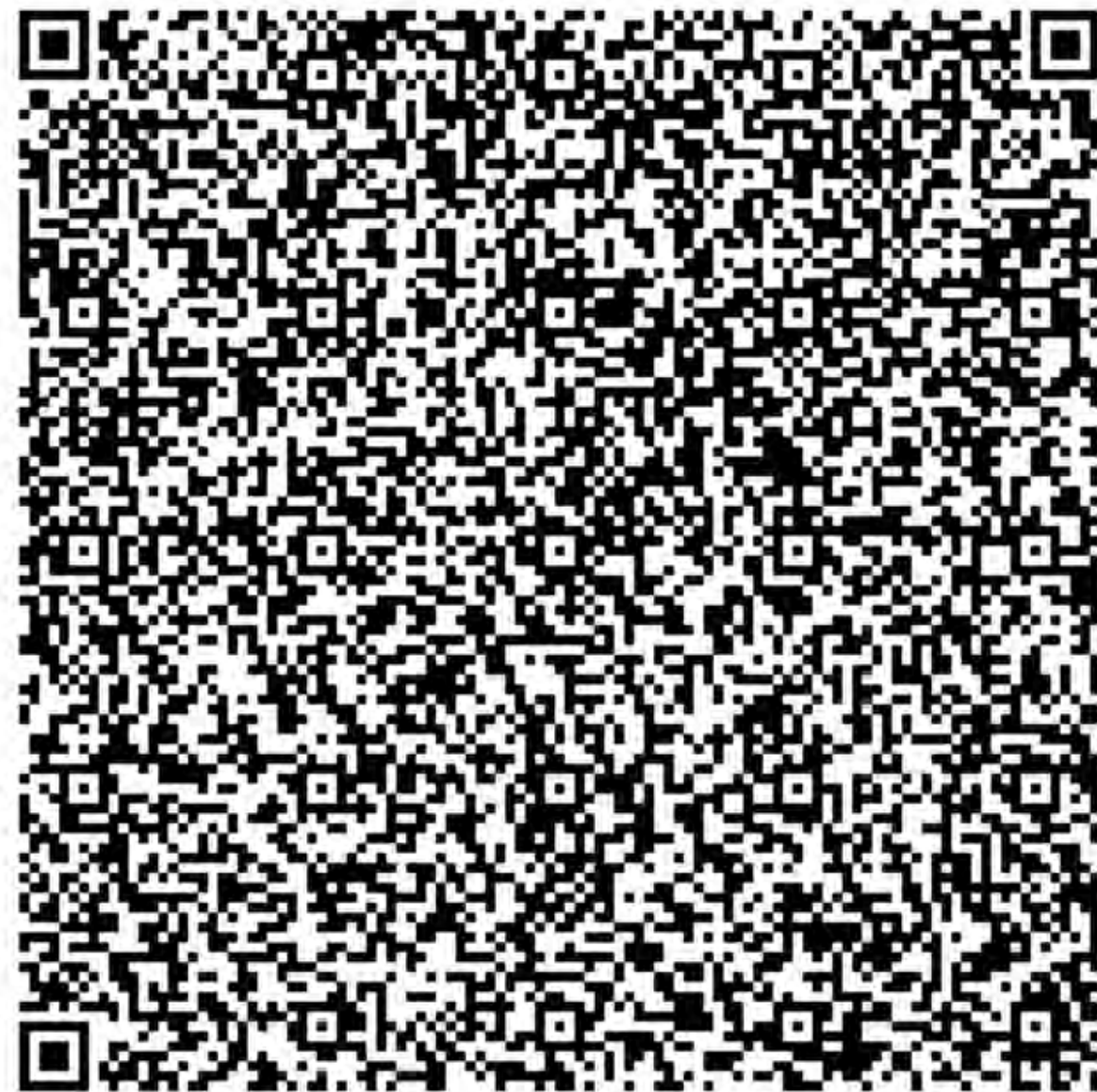
KEY POINT:

**SELF-AWARENESS IS THE STARTING
POINT FOR BETTER COMMUNICATION**

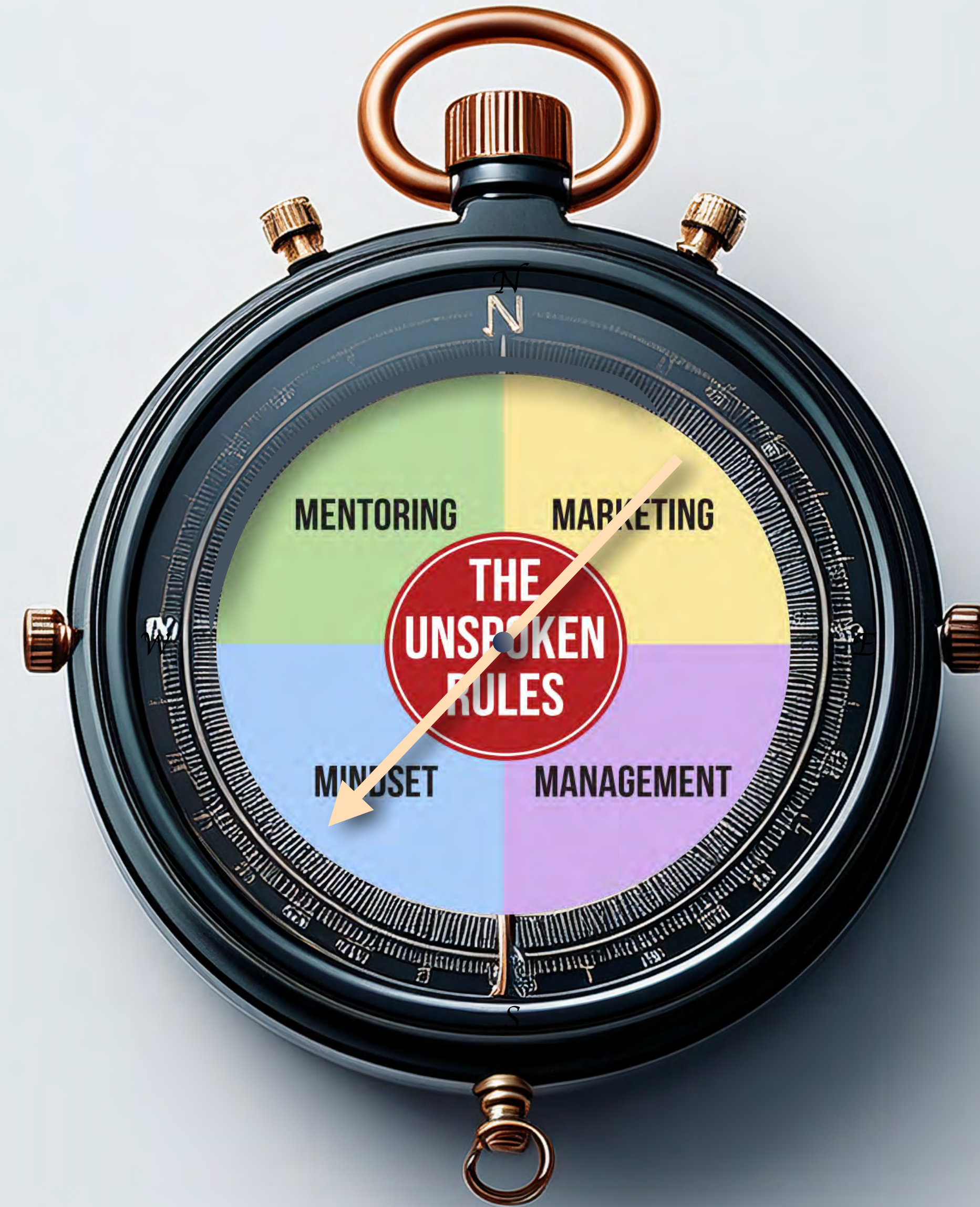
LET'S TALK ABOUT OUR JOURNEY TODAY

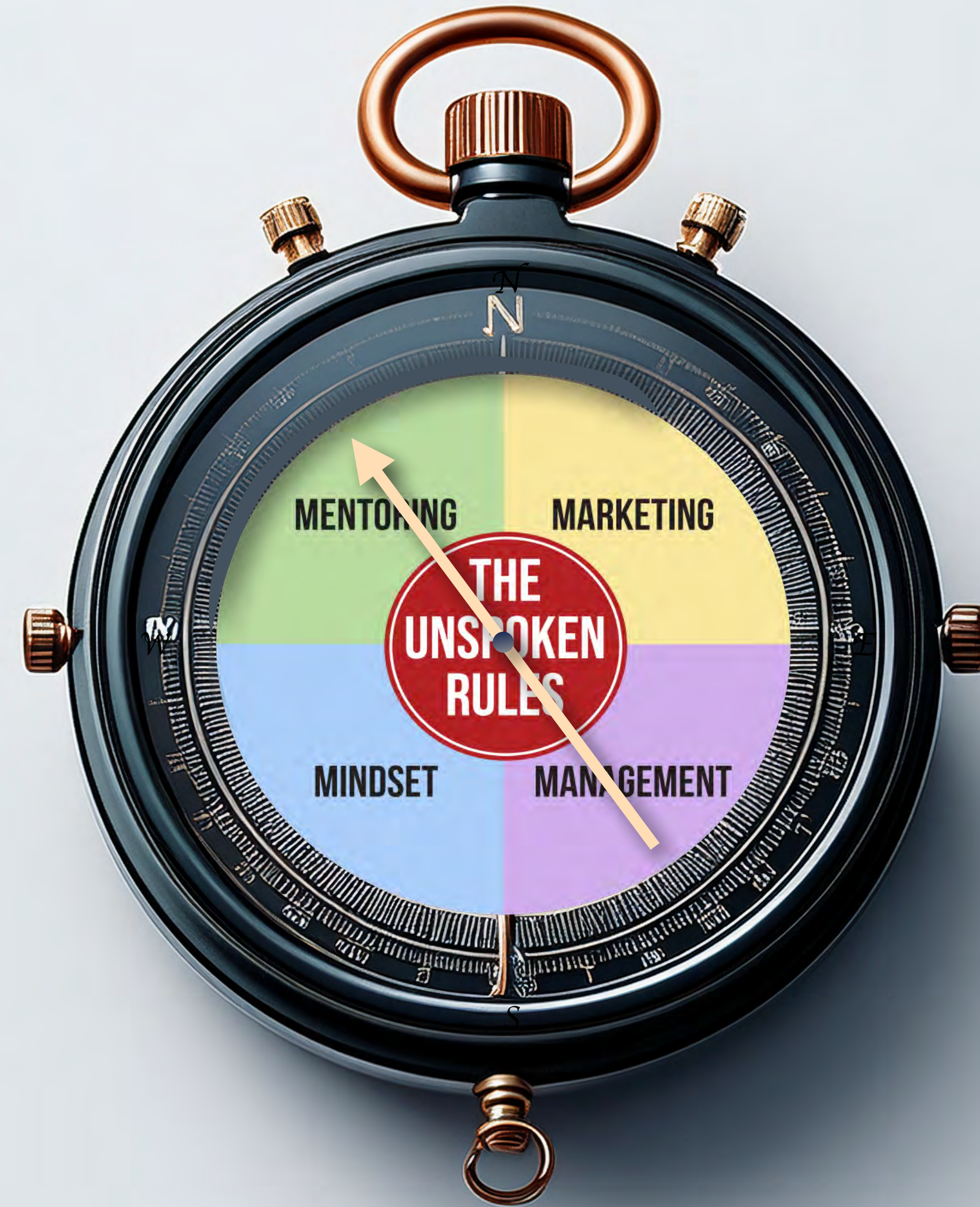
KEY POINT FOR TODAY:
YOU ARE CAPABLE OF MUCH MORE THAN
YOU THINK YOU ARE.
ALL YOU NEED IS A ROADMAP.

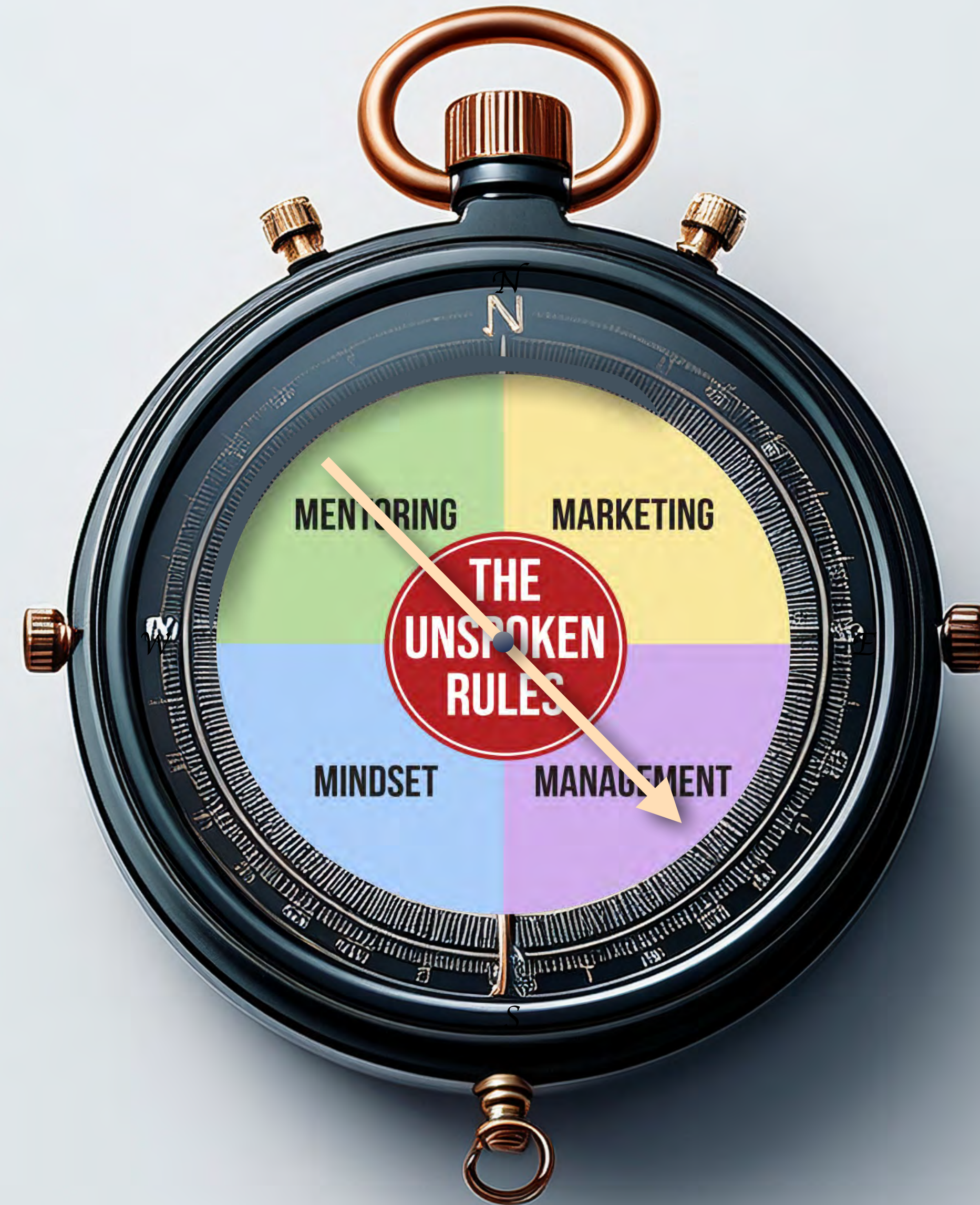
YOUR ROADMAP

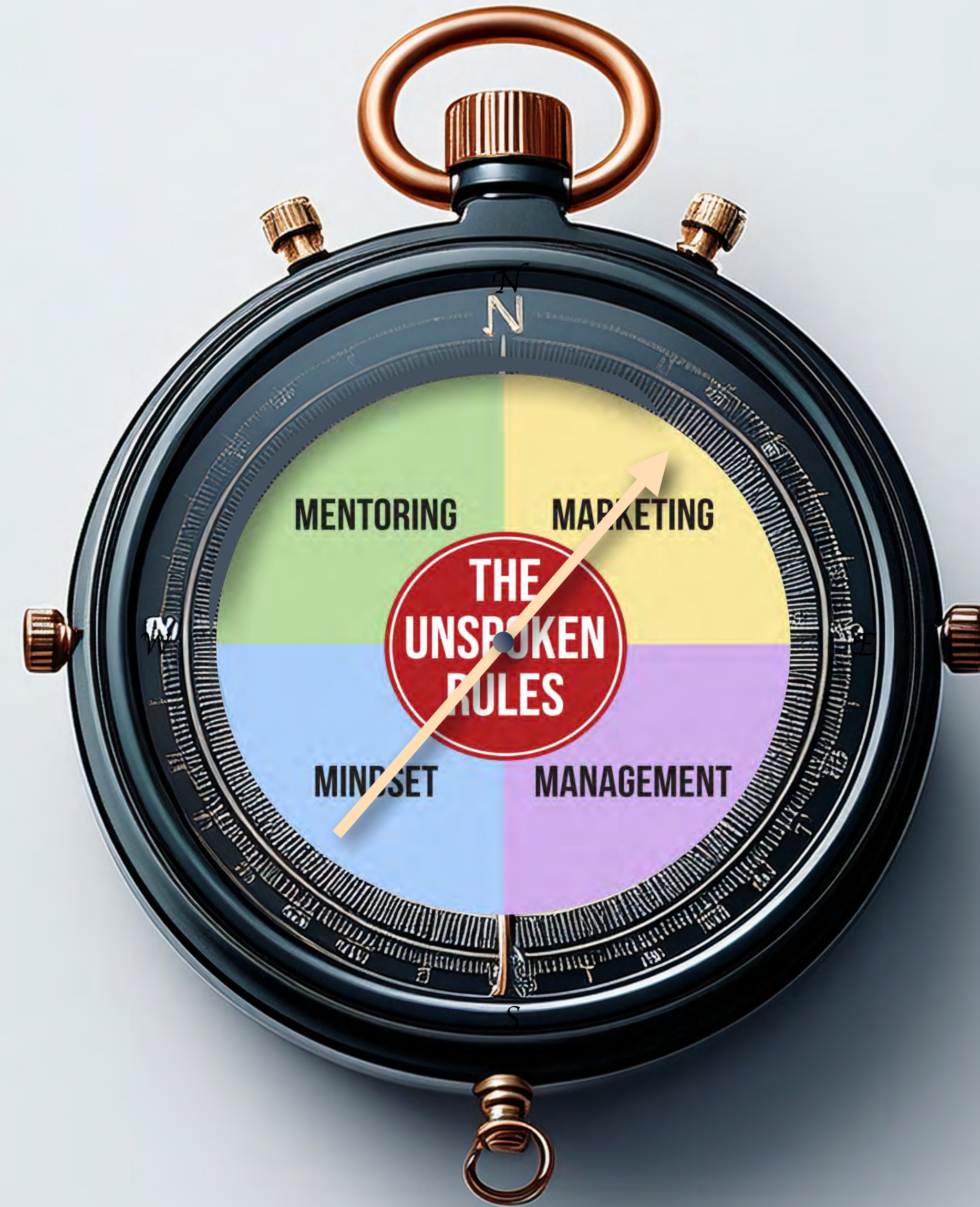




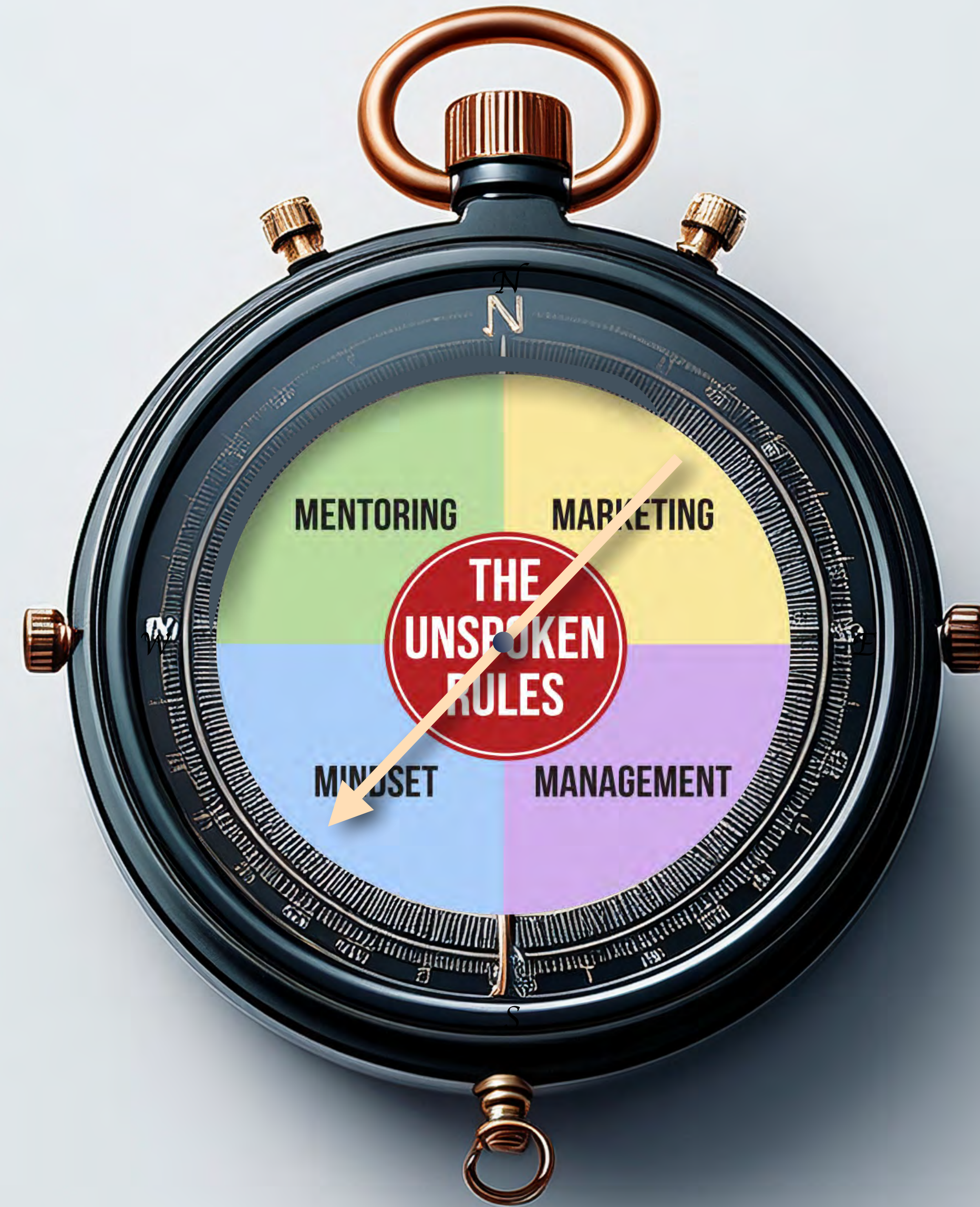












THE UNSPOKEN RULES OF LEADERSHIP

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WORK SMARTER, LEAD BOLDER, AND REACH YOUR FULL POTENTIAL

Jamie Turner helps audiences around the world discover a better version of themselves.

You may have seen him on CNN or HLN where he shares perspectives on business and peak performance.

His work and insights have been profiled in **The Wall Street Journal, Forbes, Entrepreneur, Business Insider, Inc., and CNBC**. He has also been recognized as a "Top 10 Speaker" by CareerAddict and Socialnomics, a distinction he shares with Brené Brown and Gary V.

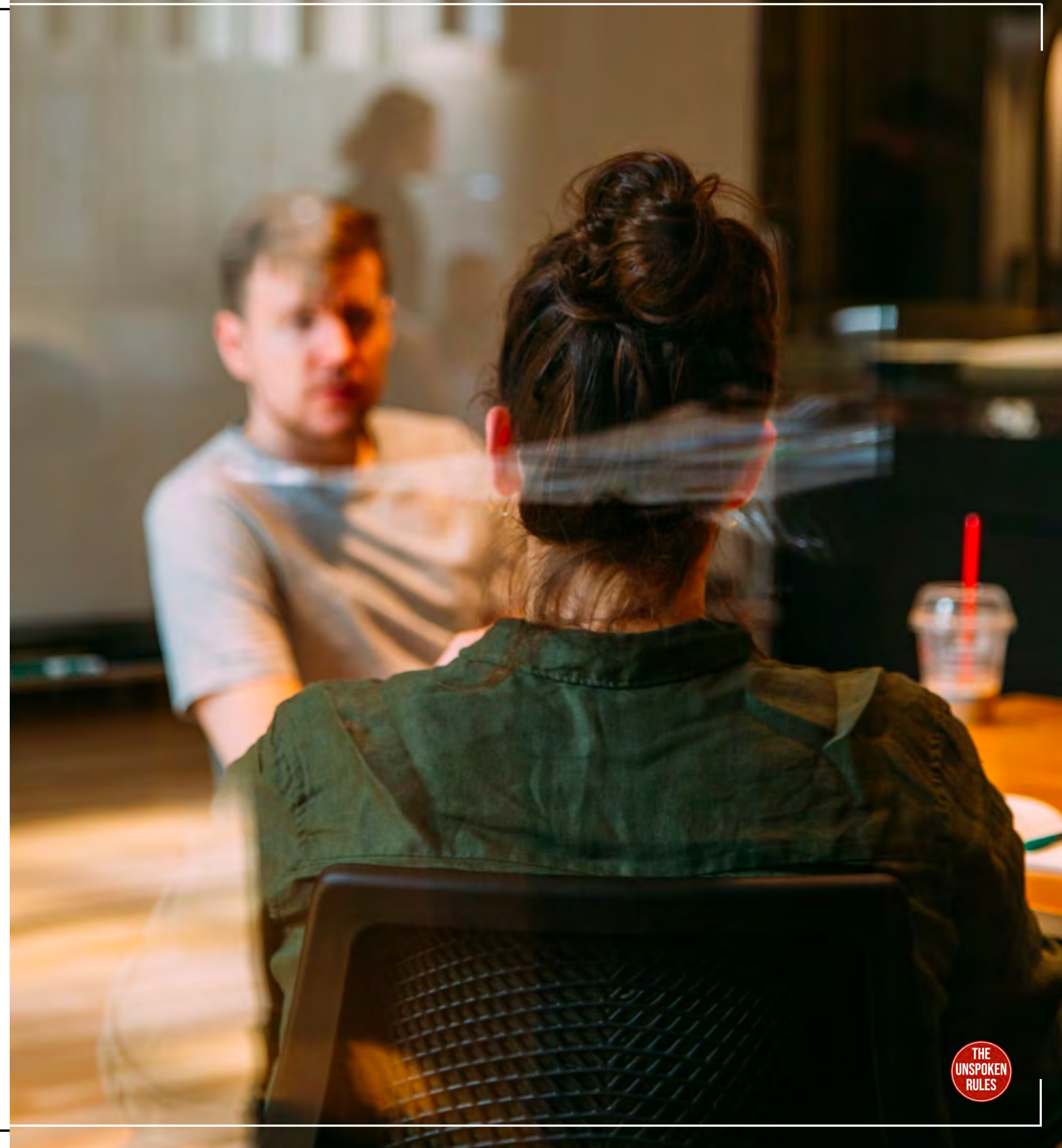


WHEN COMMUNICATING DO YOU....?



WHAT WE'LL LEARN NEXT

- How thoughts and actions lead to outcomes
- Four easy ways to improve communication right away
- 7 tips to improve how you connect with people
- Using the Connection Code to communicate like a leader
- Authenticity vs. Transparency
- The #1 mistake people make with email



THOUGHTS



FOUR EASY WAYS TO QUICKLY IMPROVE COMMUNICATION

FOUR EASY WAYS TO IMPROVE COMMUNICATION

Work Backwards: Don't enter into a conversation focused on just your agenda. Instead, ask what others are interested in achieving.

Focus on Body Language: A NASA study concluded that the best communicators understand body language as much as they understand verbal language.



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Source: "Communicating with More than Words" The Wall Street Journal

FOUR EASY WAYS TO IMPROVE COMMUNICATION

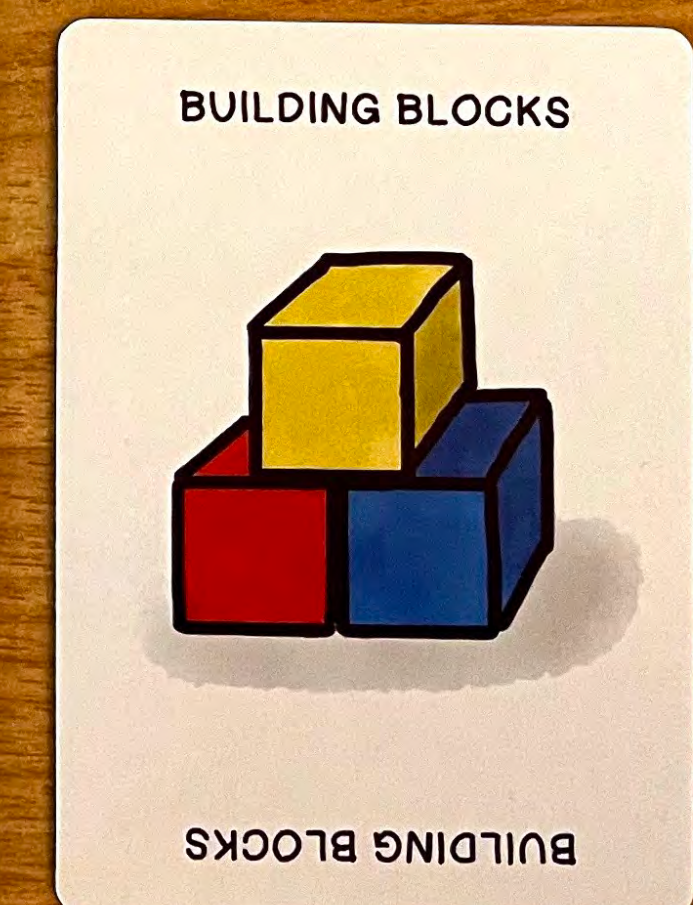
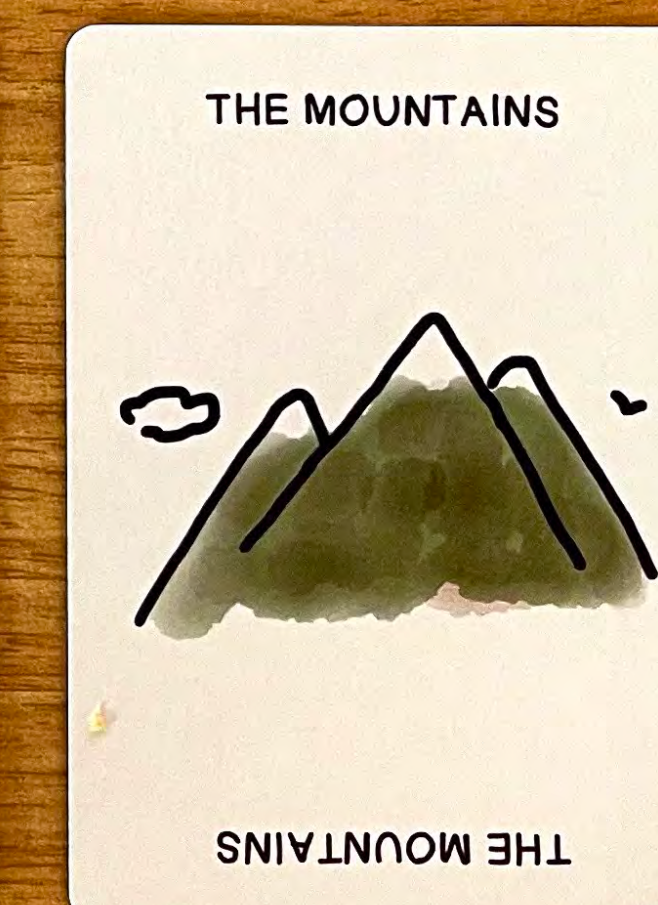
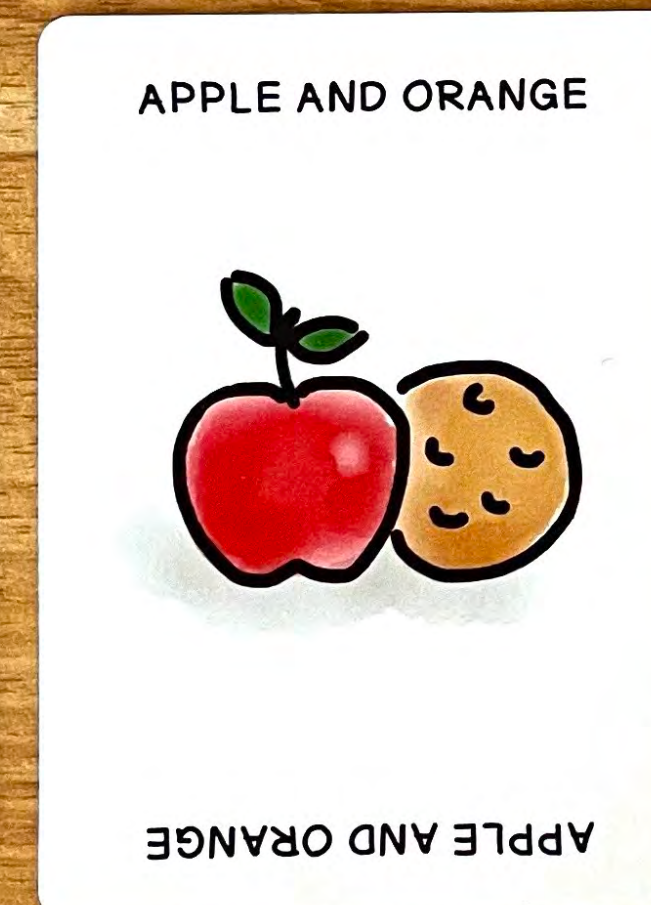
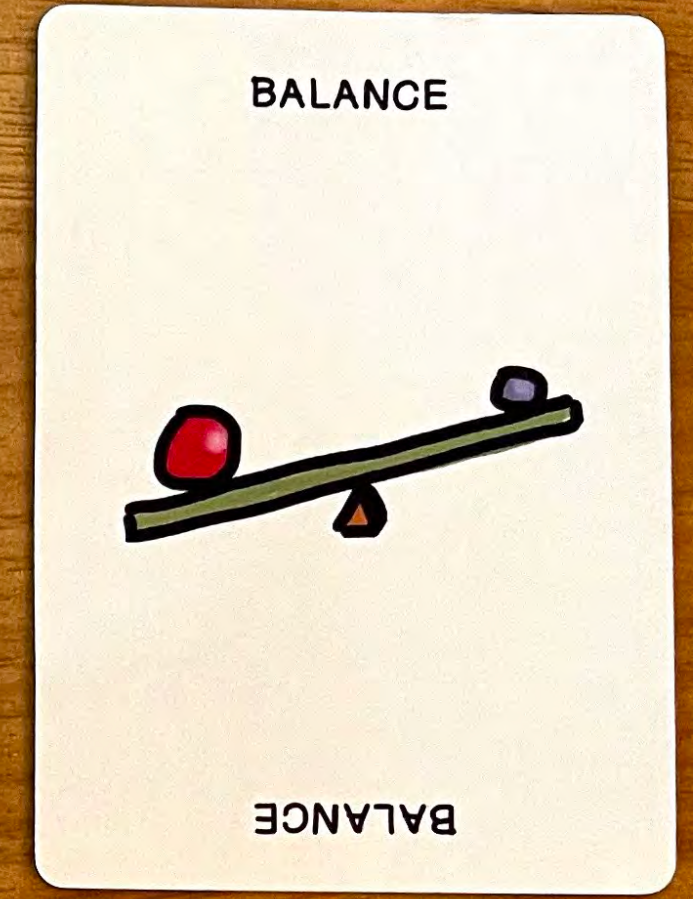
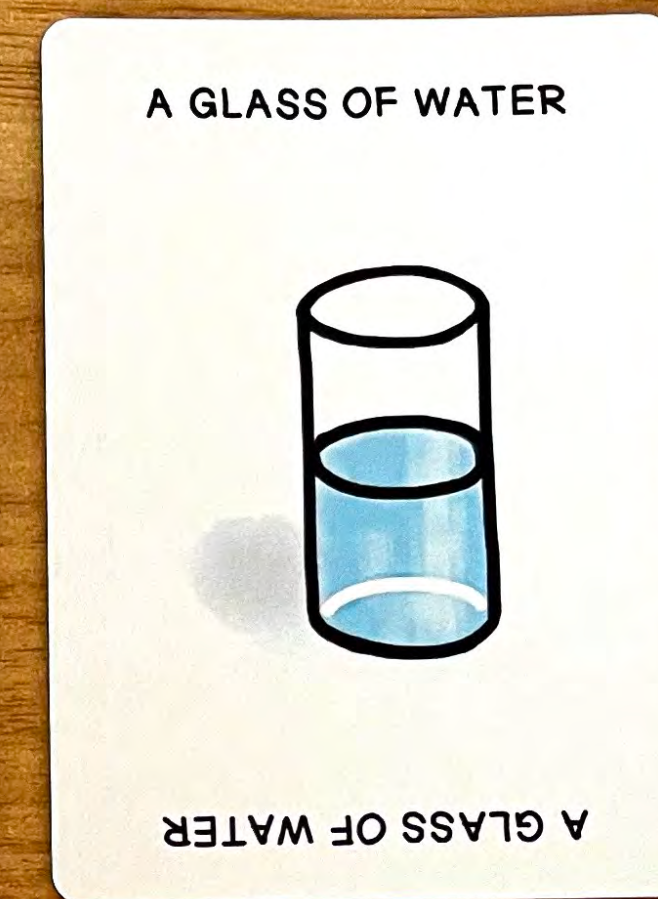
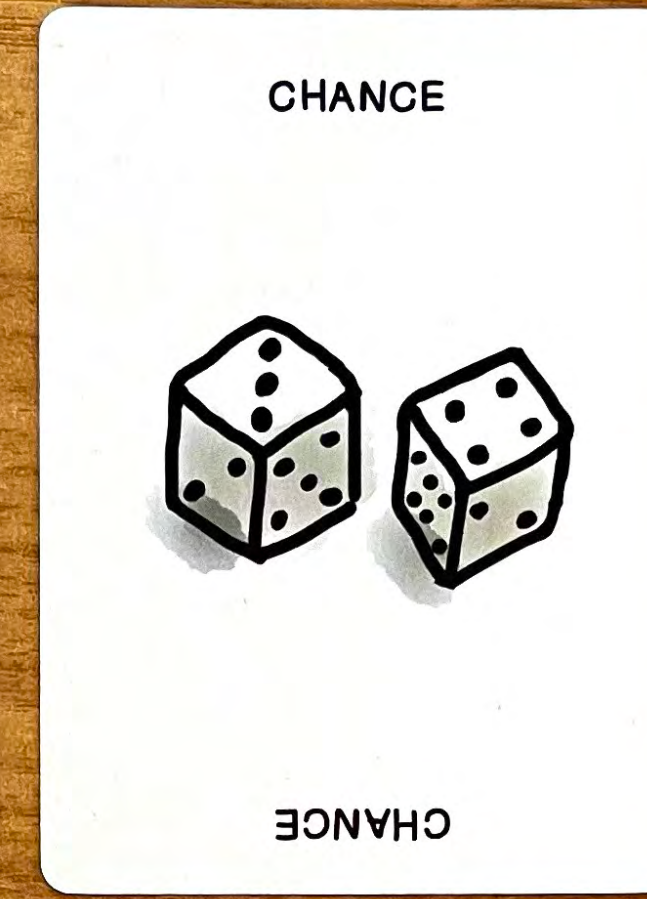
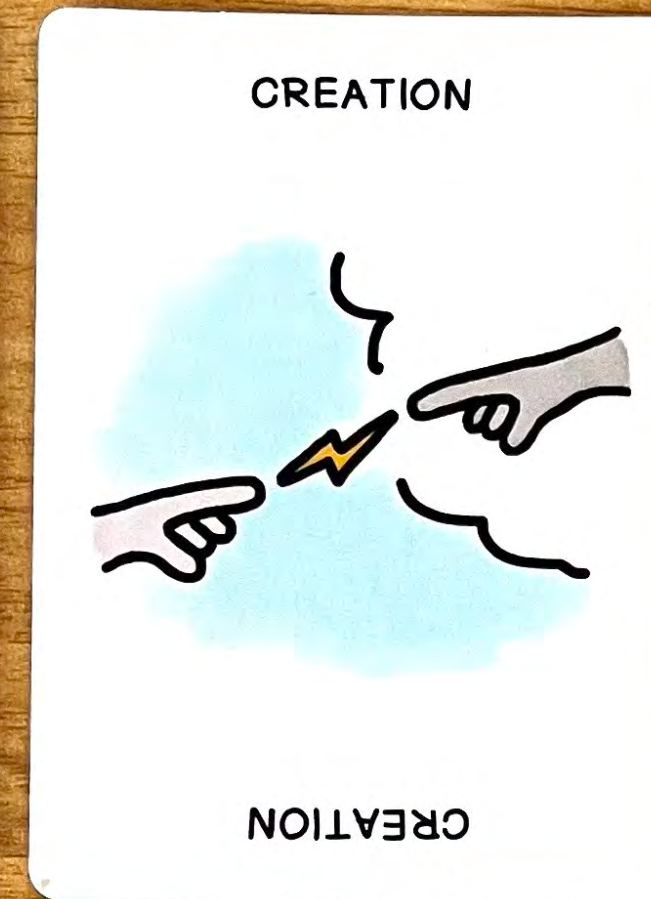
Ask Deeper Questions: Instead of asking “Where did you go to college?” ask, “What did you love about college?” Then, be sure to match (or lead with) that vulnerability.

Prove You’re Listening: Do this by “looping for understanding.” Ask a deep question. Repeat their answer back. And ask if you got it right.



EXERCISE

1. LOOK AT THE CARDS TO THE RIGHT
2. PICK A CARD THAT REPRESENTS YOUR EXPERIENCE AS A LEADER OR MENTOR.
3. SHARE IT WITH THE GROUP.





**WARREN BUFFETT OFFERED TO PAY
\$100,000 INSTANTLY TO ANY
UNIVERSITY GRADUATE FOR 10% OF
THEIR FUTURE EARNINGS.**

**HE THEN INCREASED IT TO \$150,000 IF
THEY AGREED TO TAKE A COURSE ON
COMMUNICATION SKILLS.**



7 TIPS TO IMPROVE YOUR COMMUNICATION SKILLS (PLUS ONE BONUS TIP)

A close-up photograph of a baby's face, focusing on the eyes. The baby has light-colored eyes and is looking directly at the camera. The baby is wearing a colorful, knitted hat with red, white, and blue stripes. The background is blurred, showing more of the baby's head and the hat.

**TIP #1: IF YOU WANT TO CONNECT DEEPLY
WITH SOMEONE, LOOK INTO THEIR LEFT EYE.**



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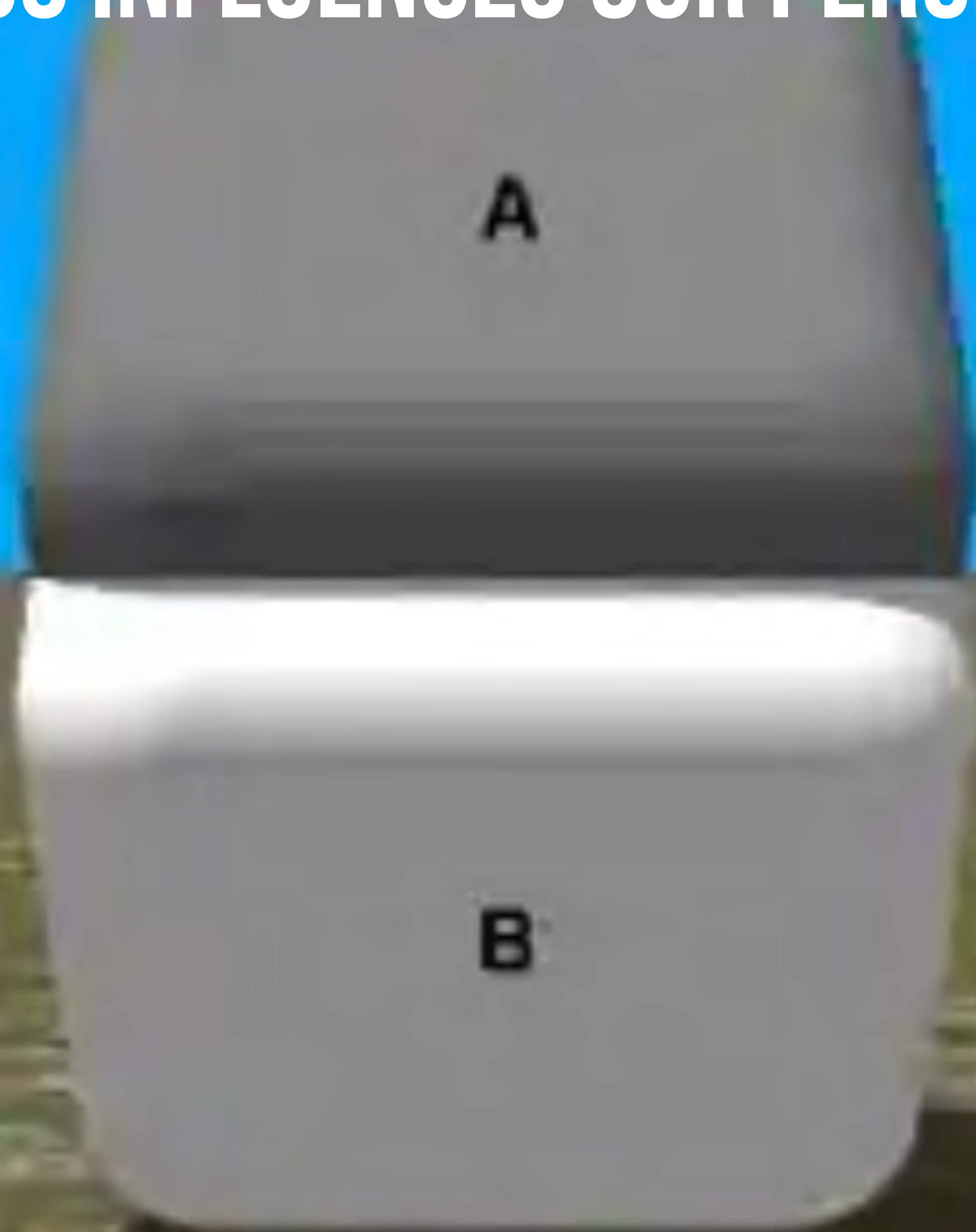
Source: Dr. Tara Swart, "The Source"

**TIP #2: UNDERSTAND THAT THE ENERGY YOU
PROJECT IS THE ENERGY YOUR EMPLOYEES FEEL**

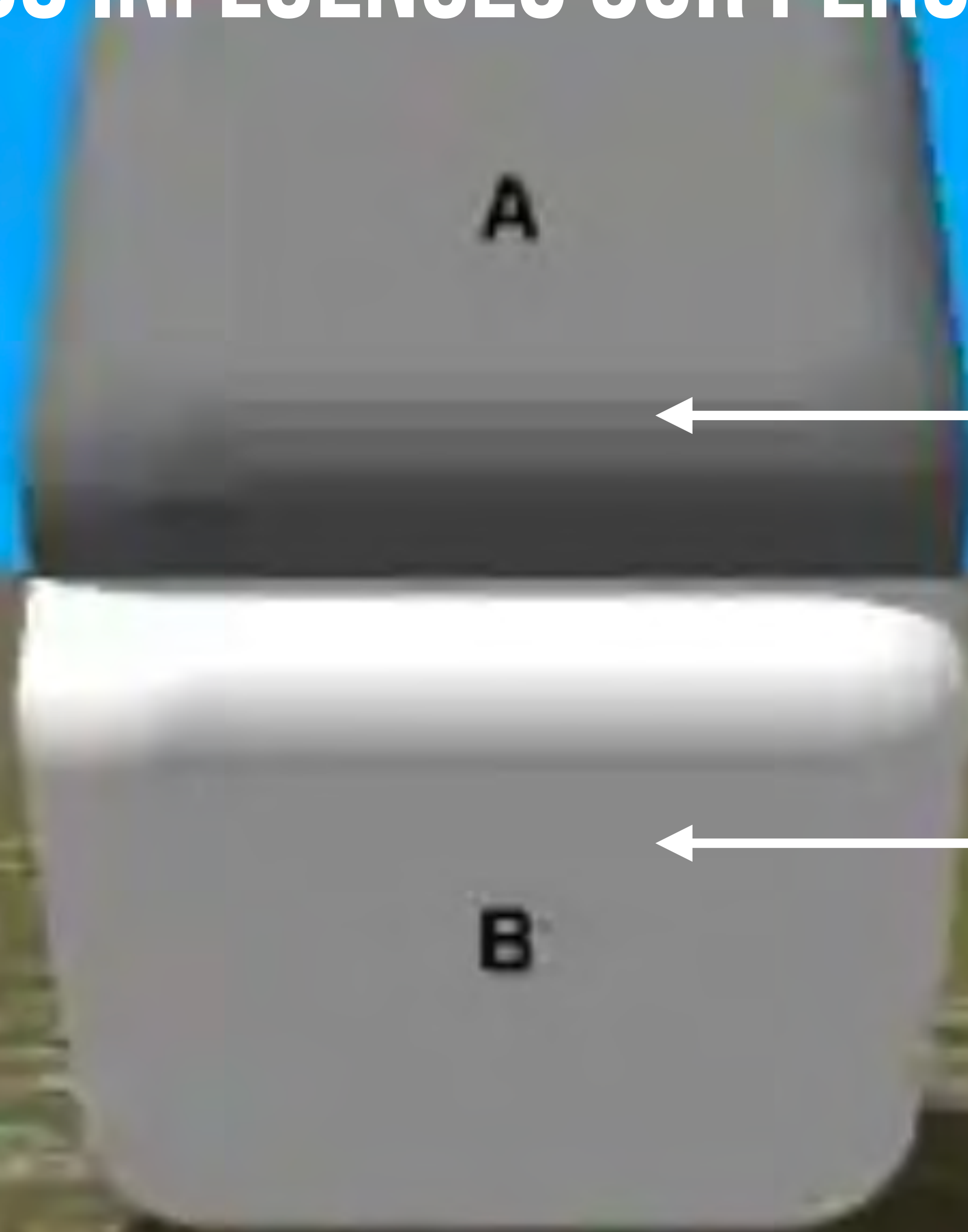


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WHAT SURROUNDS US INFLUENCES OUR PERCEPTION



WHAT SURROUNDS US INFLUENCES OUR PERCEPTION



A man and a woman are shown in a heated argument. The man, on the left, is wearing a dark grey t-shirt and has a frustrated expression, pointing his right index finger towards the woman. The woman, on the right, is wearing a dark grey long-sleeved sweater and has a determined, slightly angry expression, pointing her left index finger back at the man. They are standing in front of a light-colored, vertically-paneled wall. The overall tone is confrontational and intense.

TIP #3: LEARN HOW TO TURN THE TEMPERATURE DOWN IN AN ARGUMENT

TIP #4: LEARN HOW TO MIRROR AND LABEL

THE POWER OF MIRRORING



Mirroring works because we fear what's different and are drawn to what is familiar.

Mirroring can be done with speech patterns, body language, vocabulary, tempo, and tone-of-voice.

THE POWER OF MIRRORING

One group of waiters used terms such as “great,” “no problem, and “sure.”

The other group simply mirrored their customers and repeated the orders back to them.

The average tip for the waiters who mirrored was 70% more than those who used positive reinforcement.

THE POWER OF LABELING



When people get emotional, the amygdala lights up.

But when they are asked to label the emotion, activity moved to the area that governs rational thinking (prefrontal cortex).

Labeling a negative emotion disrupts its raw intensity.

Interestingly, labeling a positive emotion increases its intensity.

HOW TO LABEL AN EMOTION



Once you have spotted an emotion, the next step is to label it.

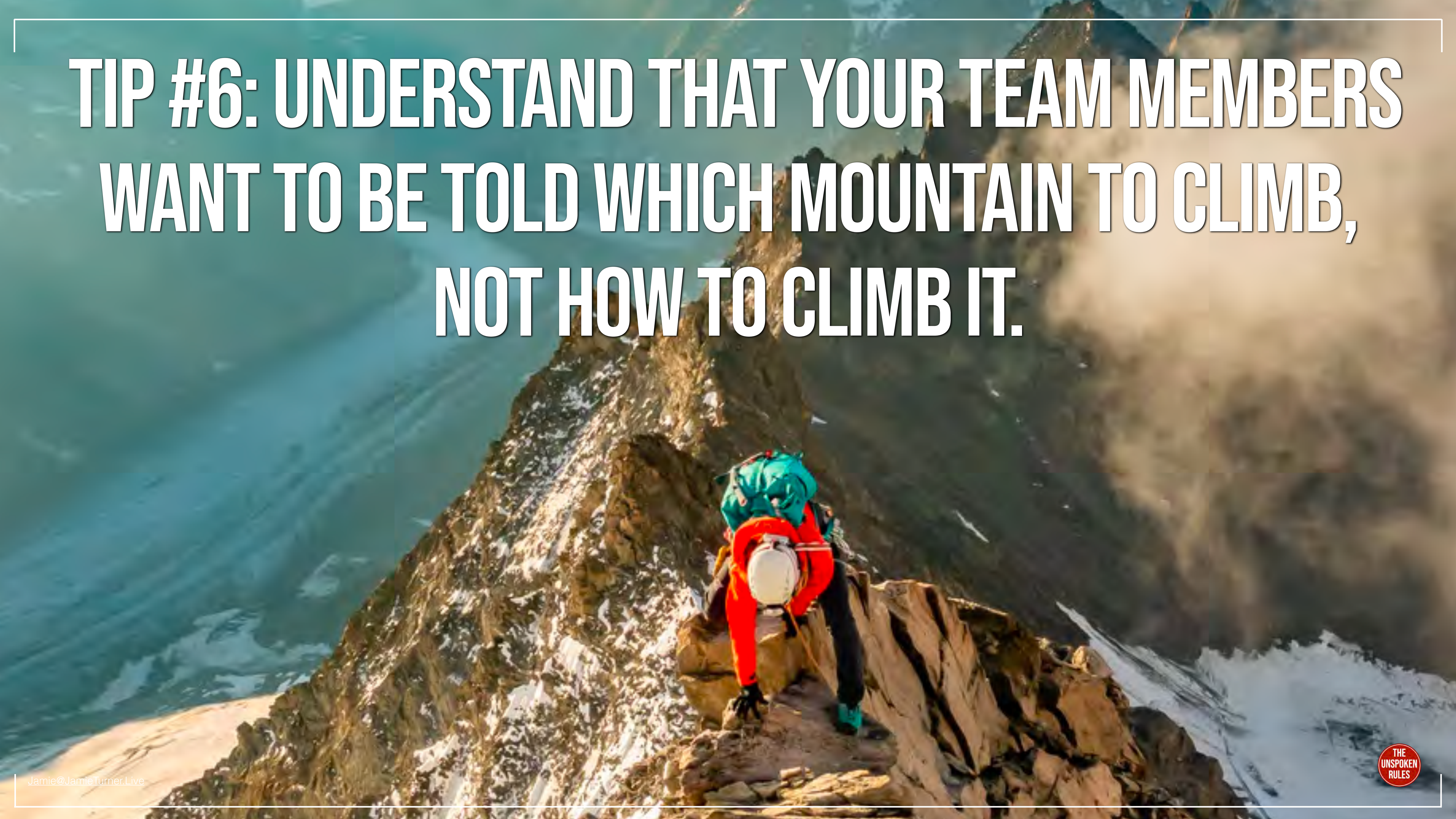
Labeling it can be phrased as a statement or a question.

A label almost always begins with, “it seems like,” “it sounds like,” or “it looks like.”

The key is to phrase it as a neutral statement of understanding.

TIP #5: USE SOFTENING WORDS

**TO MAKE A CONVERSATION LESS ADVERSARIAL,
USE SOFTENING WORDS AND PHRASES SUCH AS
“PERHAPS,” “MAYBE,” “I THINK,” AND “IT
SEEMS.”**



**TIP #6: UNDERSTAND THAT YOUR TEAM MEMBERS
WANT TO BE TOLD WHICH MOUNTAIN TO CLIMB,
NOT HOW TO CLIMB IT.**

TIP #7: LEARN THE CONNECTION CODE

THE CONNECTION CODE

Low Animation



High Dominance



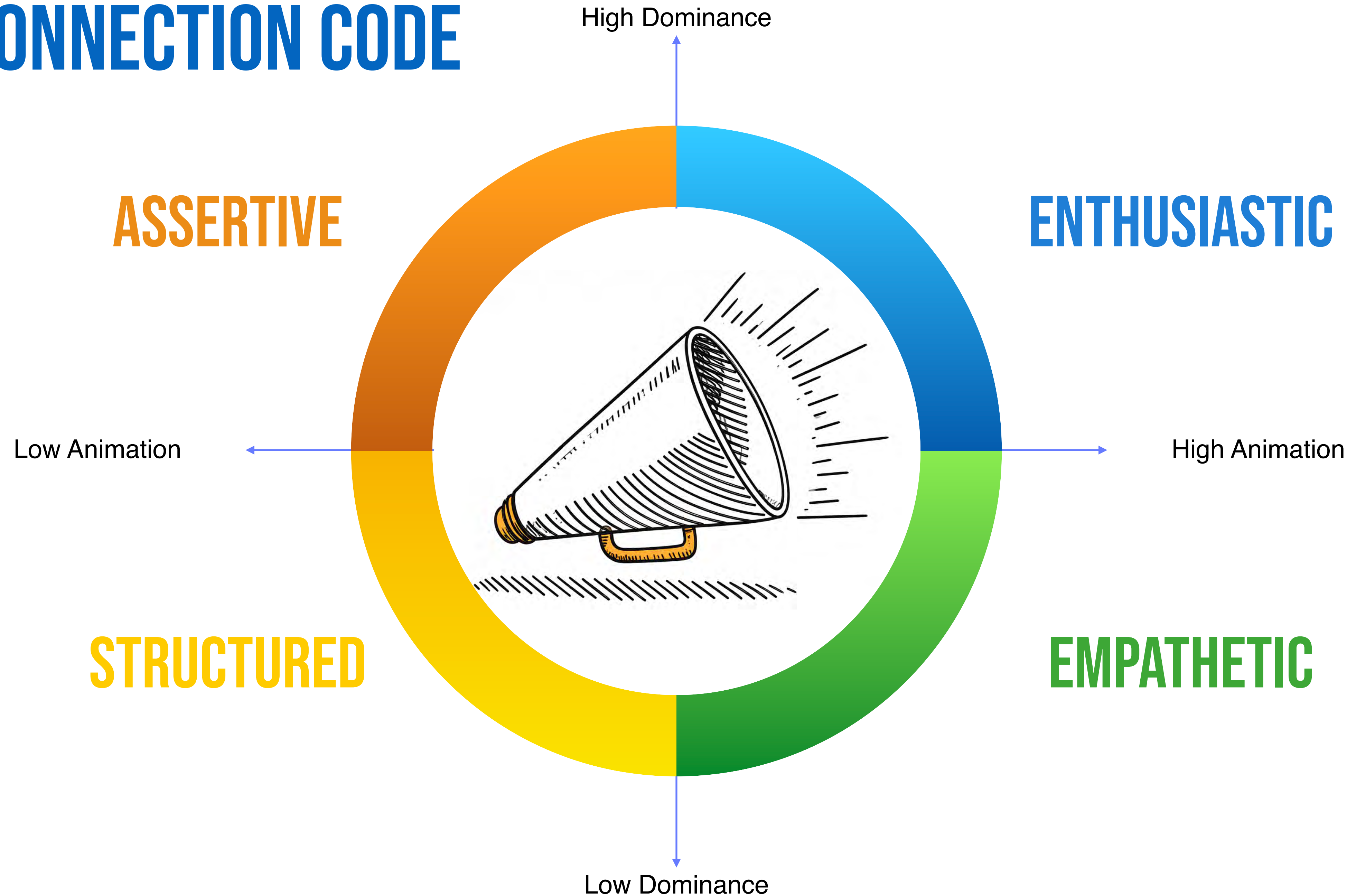
High Animation



Low Dominance

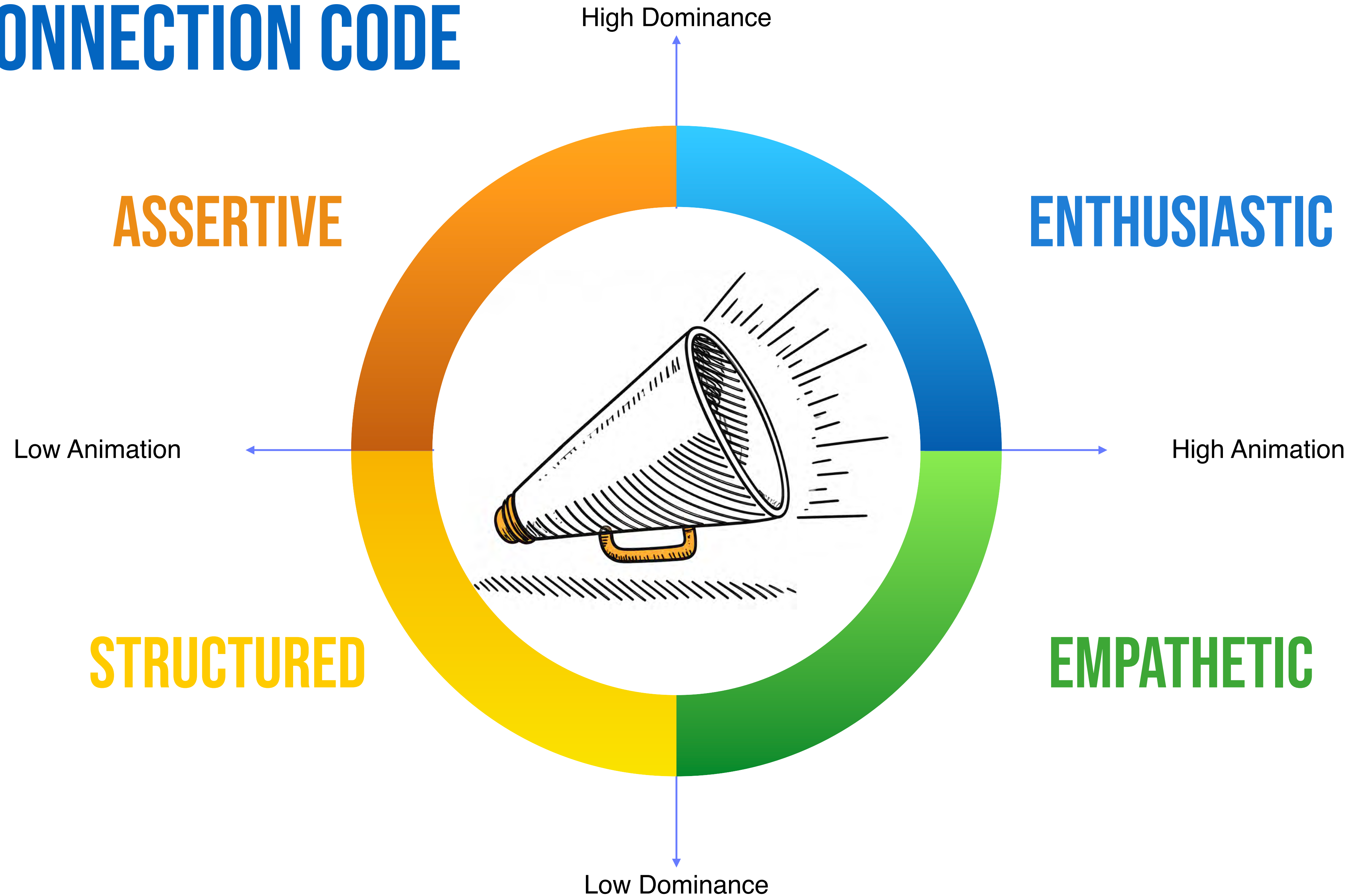


THE CONNECTION CODE



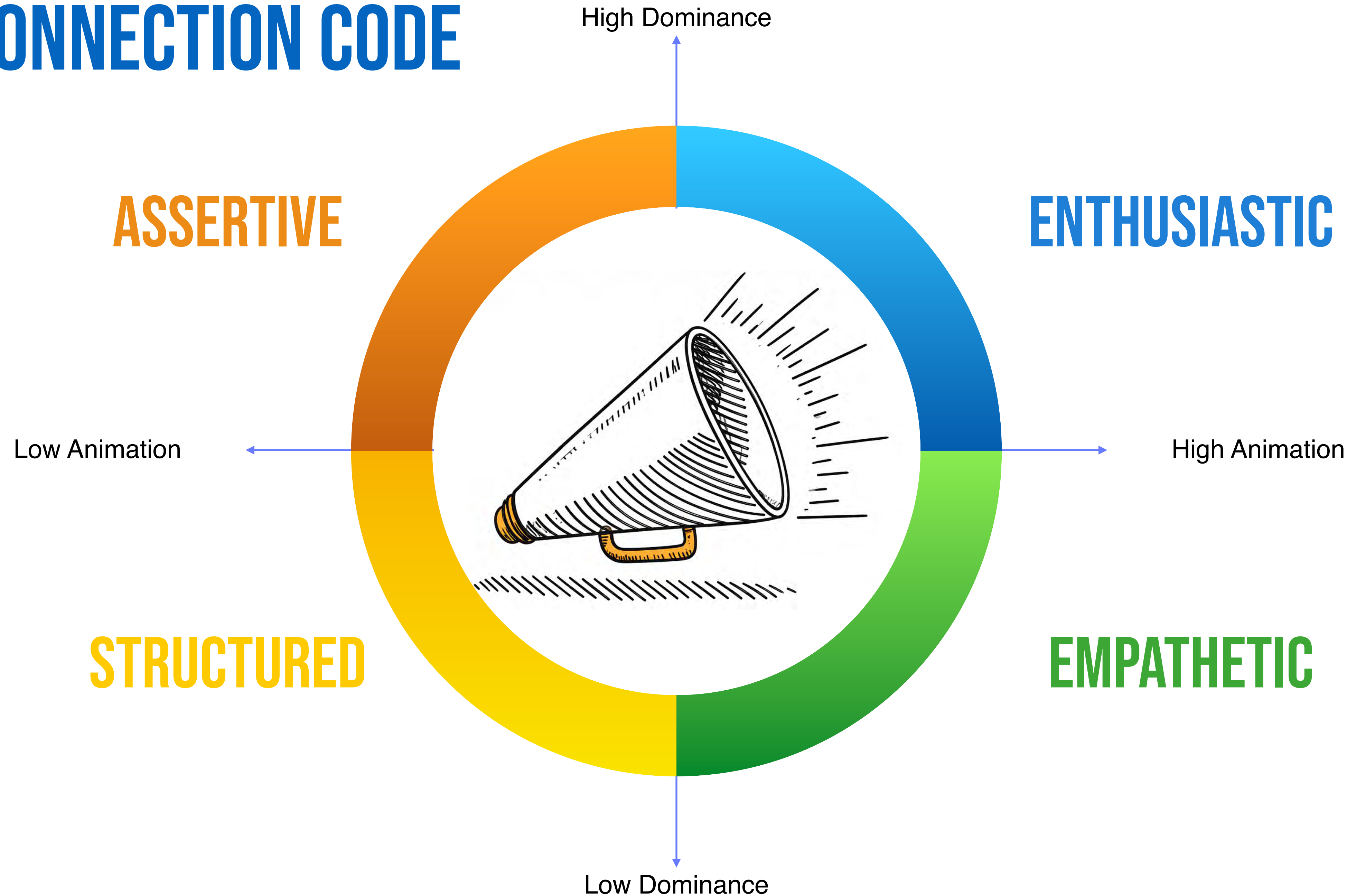
**THINK OF THE CONNECTION CODE
THAT YOU USE**

THE CONNECTION CODE



**NOW, THINK OF SOMEONE YOU
COMMUNICATE WITH FREQUENTLY.
WHAT CODE DO THEY USE?**

THE CONNECTION CODE



YOU: ASSERTIVE

- Allow time for chatting at the beginning of a meeting.
- Recognize that others may feel the need to express their emotions about topics.
- Don't use email for sensitive or complicated topics.
- Allow time in your schedule for questions or feedback.

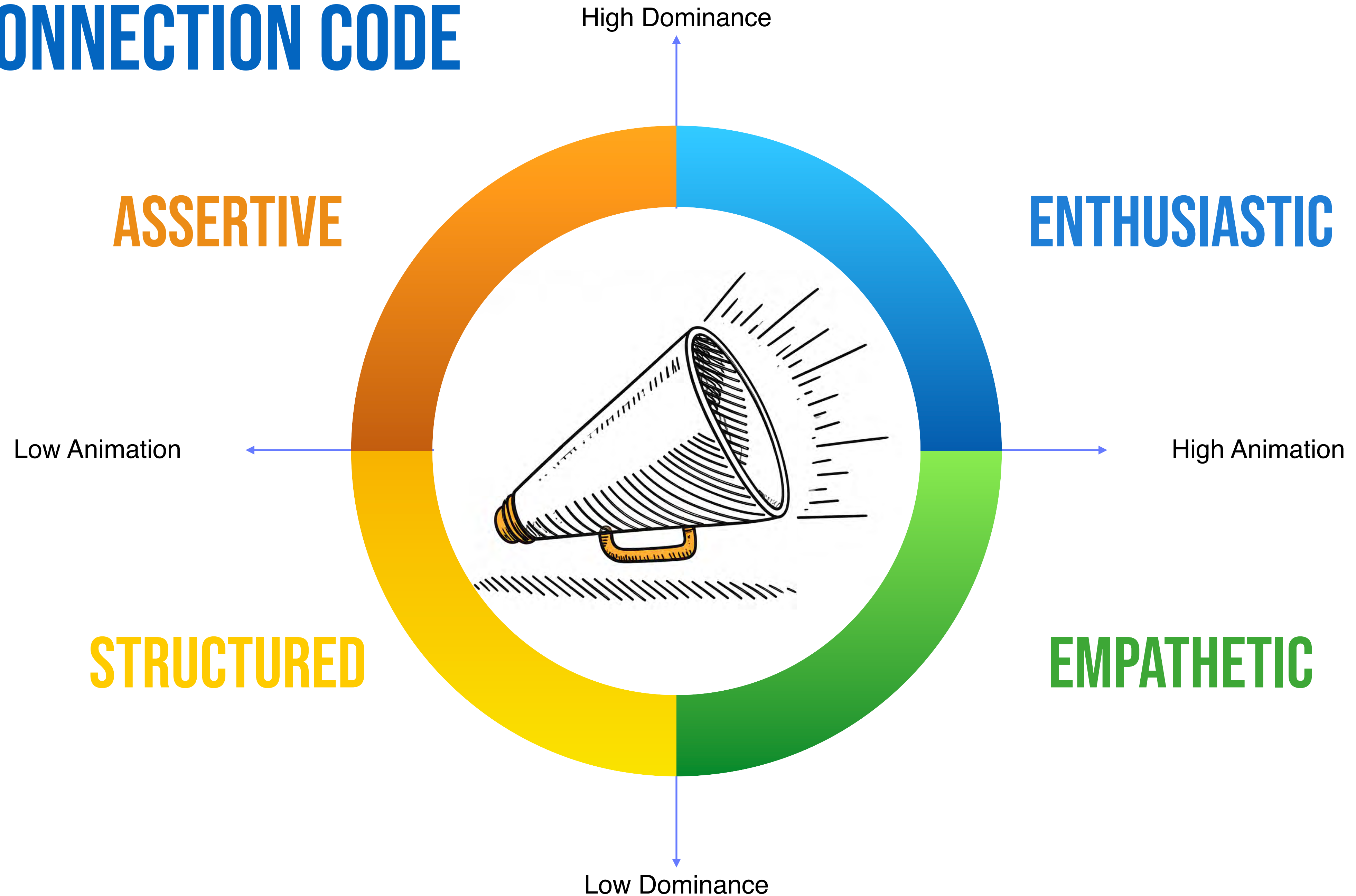




THEM: ASSERTIVE

- Get to the point quickly.
- Ask if they have time to talk before jumping in.
- Don't sugar coat things — speak plainly.
- Use short, direct sentences.
- Don't take their style personally.

THE CONNECTION CODE



YOU: ENTHUSIASTIC

- Try to limit your sharing of personal anecdotes that are off-topic.
- Respect agreed-upon agendas and time limits.
- Be certain requests you make are clear and that you convey the reason for asking.
- Try not to draw attention to yourself. Instead, shine a light on the problem you're trying to solve.



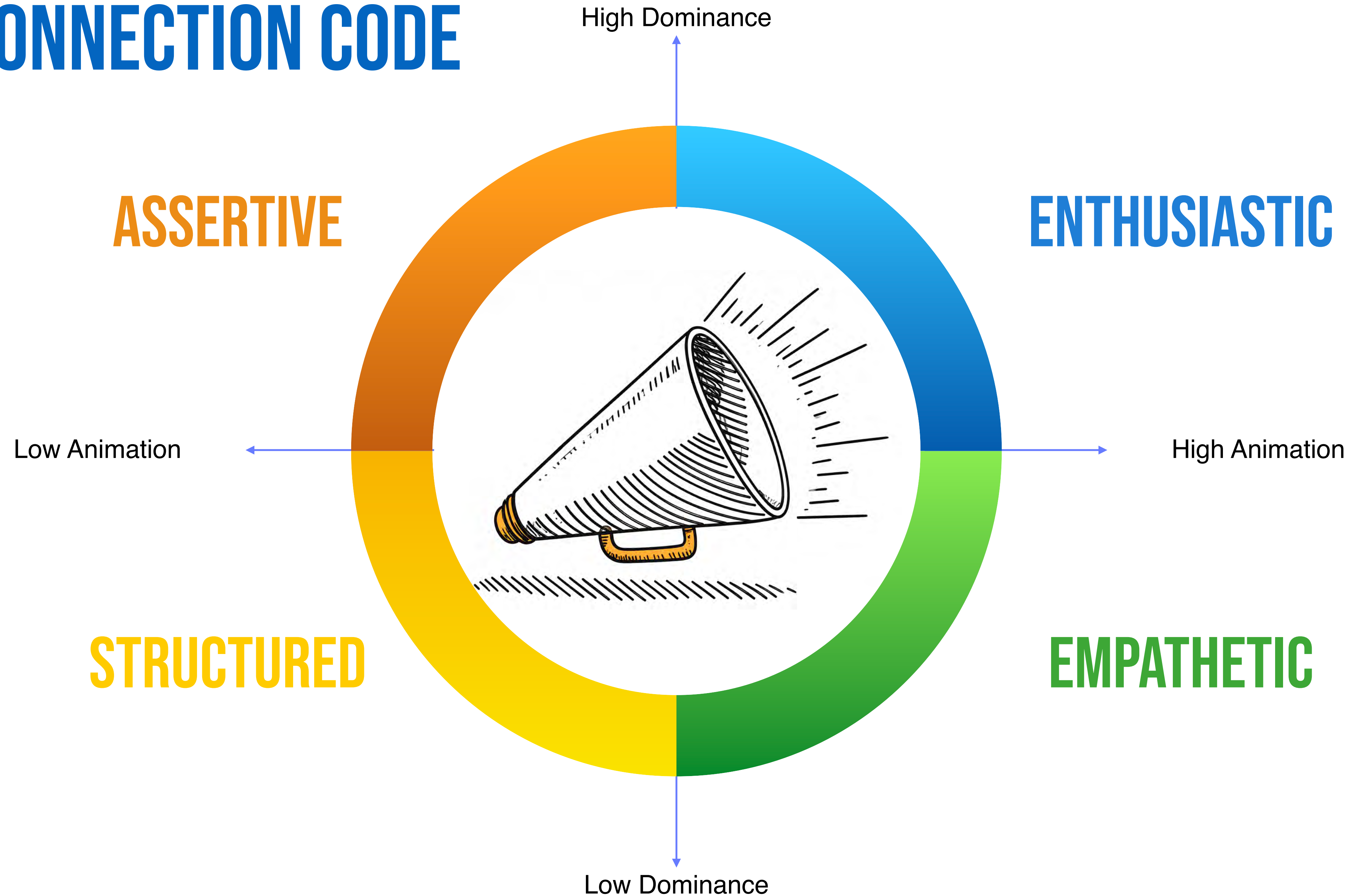
A woman with blonde hair and blue eyes, wearing a white shirt and a dark blue blazer, is sitting at a table in a meeting. She has a confused expression on her face. A blue thought bubble with the text 'WTF?' is positioned above her head. In the foreground, the back of a person's head and shoulders are visible, out of focus. The background is also blurred, showing other people in the meeting.

WTF?

THEM: ENTHUSIASTIC

- Challenge them to break down their “big ideas” into specific outcomes and steps.
- Use an agenda with time limits listed for each topic.
- Praise them in front of other people.
- Understand that they may exaggerate.
- Reaffirm what they have agreed to do.

THE CONNECTION CODE



YOU: EMPATHETIC

- Recognize that other people's opinions about a topic are separate from their opinions about you.
- Realize that not everyone is comfortable discussing personal topics at work.
- Respect your own opinion as you respect others' opinions.
- Not everyone is going to like you, but everyone should treat you with respect.

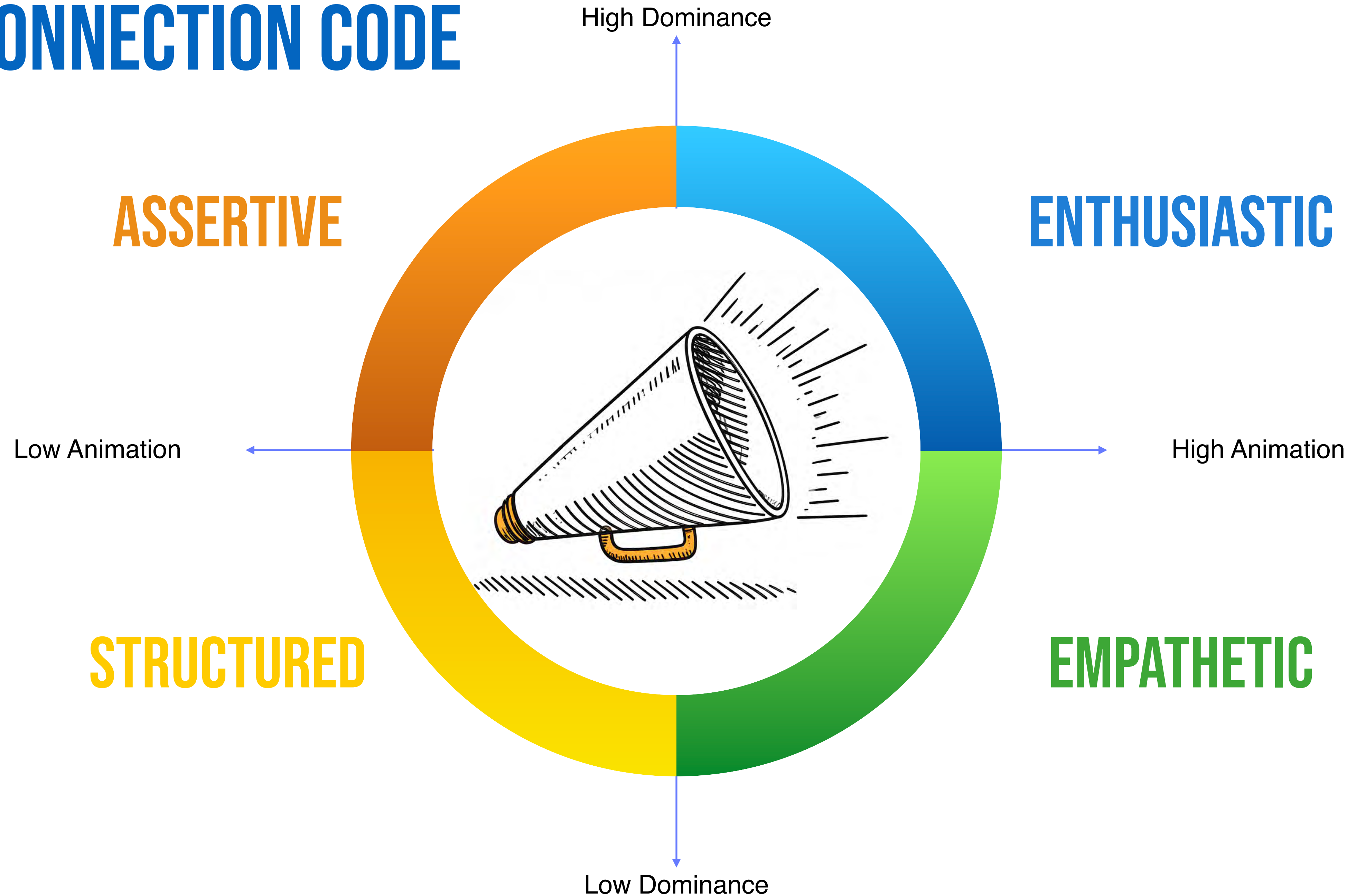




THEM: EMPATHETIC

- Express a sincere interest in their feelings, thoughts, and personal life.
- When possible, reassure them that your opinions are not personal.
- Encourage them to ask questions and share their opinions.
- Let them know that you appreciate their help.
- Resolve any conflicts quickly.

THE CONNECTION CODE



YOU: STRUCTURED

- Understand that not everyone follows a linear thought process.
- If you want to connect, ask others questions about themselves.
- You're a detail person, but don't waste time collecting information that isn't going to be needed.
- Play to your strengths: organizational skills and follow-through.

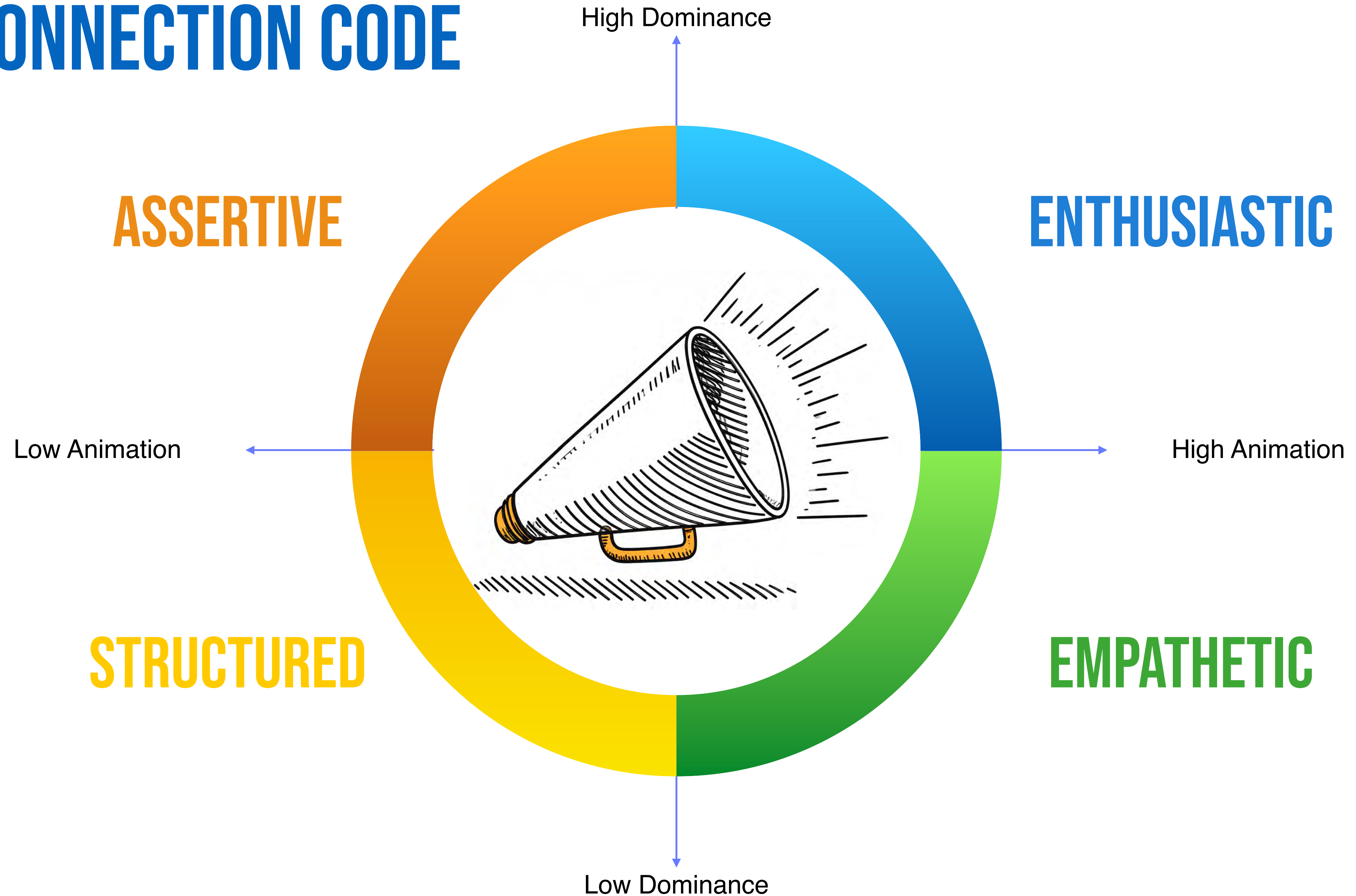




THEM: STRUCTURED

- Be organized, on time, and on topic.
- Focus on the facts rather than on your opinions.
- Speak with precision and accuracy rather than with generalizations.
- Provide logical reasons for your actions and what you ask of them.
- Allow them time for research and analysis before decision-making.

THE CONNECTION CODE





SALLY AND ERIC AT THE HEALTH CLUB

MENTORING

SALLY AND ERIC AT THE HEALTH CLUB

Sally: Hi Eric. You're here for your 10:30 appointment, yes?

Eric: Yup.

Sally: The weather is beautiful today, isn't it?

Eric: Yeah, I love mornings like this.

Sally: What brings you in today?

Eric: Well, I think it's time I get in shape.

Sally: (Nodding) Yes, and you've come to the right place.

Eric: Well ... that's what I'm trying to figure out. I've got some other options to look at still.

Sally: But you're here! Clearly, there's a good reason for that.

Eric: You're the closest gym to my house.

Sally: Yes, and we have five hundred other locations worldwide, too. Obviously, a gym membership doesn't do you any good if you don't ever go, right?

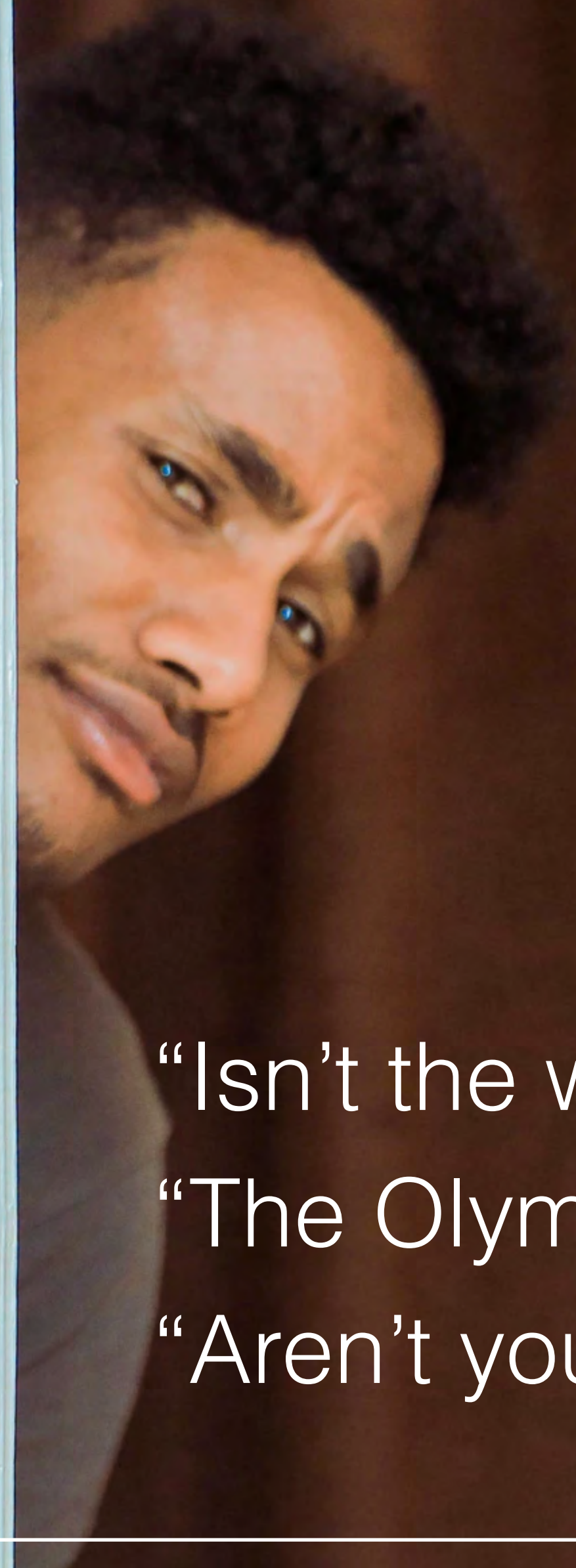
Eric: Yeah, I've gone down that road before.

Sally: But somehow I get the feeling this time is totally different for you. Tell you what, let me give you a tour, and then we'll come back here and I'll show you some numbers.

FINDING THE FIRST “YES.”



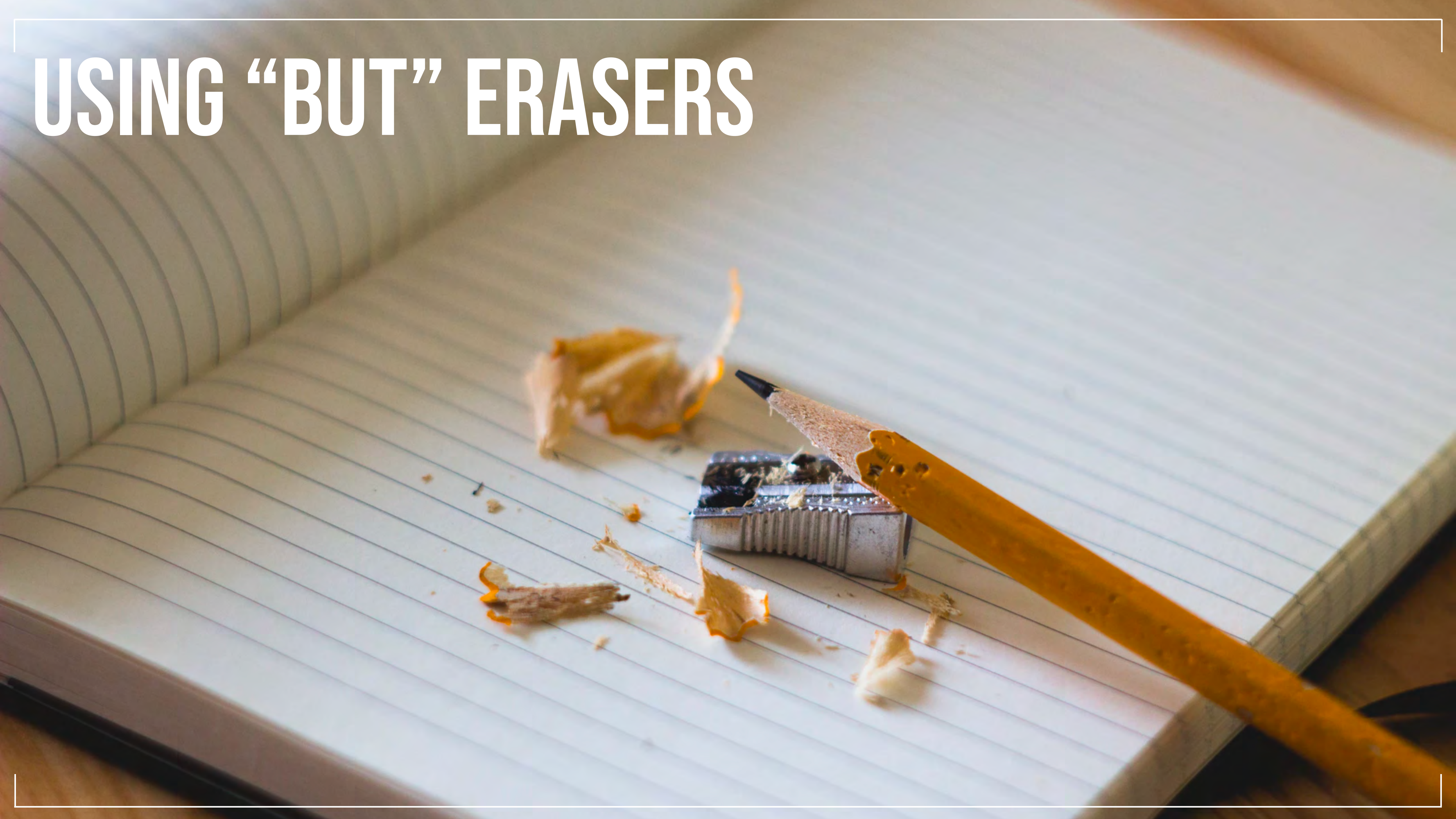
USE TAG QUESTIONS



“Isn’t the weather great today?”

“The Olympics has been fun, right?”

“Aren’t you glad it’s Friday?”



USING “BUT” ERASERS

ADDITIONAL TIPS ON BUT ERASERS

- When “but” is used intentionally, it can have a very positive impact on the outcome of communication.
- Intentional But Erasers can help to overcome a soft “no.”
- Combine “yes” and “but” during a dialogue to create a nearly hypnotic effect.



THE POWER OF THE WORD “BECAUSE.”



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THE POWER OF THE WORD “BECAUSE.”

When researcher said “May I use the copier?” 60% said yes.

When researcher said “because I’m in a rush” 94% said yes.

Amazingly, when researcher only said “because...” 93% still said yes.



USING “WHY” TO ALLOW PEOPLE TO FILL IN THEIR OWN “BECAUSE.”

Why do you think it's important to attend
leadership development meetings?



“BECAUSE” AT A GLANCE

- “Because” is magical because it satisfies the brain’s need for a link between cause and effect.
- Leaders — Make sure your team members understand the organization’s “because” in addition to their own “because.”
- Salespeople — People don’t buy what you do, they buy why you do it.





CERTAIN WORDS ENDING IN -LY HAVE BUILD-IN AGREEMENT

To get subconscious agreement with someone, *carefully* start sentences with “clearly,” or “naturally.”

“AND” LINKING

- “And” links two ideas together as one.
- Taking a positive, agreeable statement, and linking it to a less agreeable statement in order to minimize the impact of the less agreeable statement.



HOW TO WIN AN ARGUMENT

Start by pointing out the things they're saying that are correct.

This helps build a bridge of commonality and encourages people to be more open to your .

Do not expect immediate results. Instead, walk away and let things metabolize for them.



OTHER TECHNIQUES

- **Backtracking:** Using what people have said as a way to get a little yes. “You said you’ve gone down that path before?”
- **Nodding:** If you are nodding your own head while delivering a statement, the other person will nod, too.
- **Barnum Statements:** A generalization that is true for everyone. “At times, you are withdrawn and quiet, while at other times you are outgoing and personable.”
- **Mirroring:** Taking on the posture, energy, and vocal tendencies of the person you’re communicating with.



Source: “Magic Words” by my friend Tim David

SALLY AND ERIC AT THE HEALTH CLUB

Sally: Hi Eric. You're here for your 10:30 appointment, yes? (Finding the first yes.)

Eric: Yup.

Sally: The weather is beautiful today, isn't it? (Using a tag question.)

Eric: Yeah, I love mornings like this. (Sally smiles, nods, and mirrors Eric's behavior.)

Sally: What brings you in today? (An open-ended question to build connection.)

Eric: Well, I think it's time I get in shape.

Sally: (Nodding) Yes, and you've come to the right place. (Nodding. "And" linking.)

Eric: Well ... that's what I'm trying to figure out. I've got some other options to look at still. (A soft no.)

Sally: But you're here! Clearly, there's a good reason for that. ("But" eraser.)

Eric: You're the closest gym to my house. (A soft no.)

Sally: Yes, and we have five hundred other locations worldwide, too. A gym membership doesn't do you any good if you don't ever go, right? (Tag question.)

Eric: Yeah, I've gone down that road before. (A negative thought. Time for a "But" eraser.)

Sally: But somehow I get the feeling this time is totally different for you. Tell you what, let me give you a tour, and then we'll come back here and I'll show you some numbers.

BONUS TIP:

**GET INSIDE THE MIND OF THE PERSON
YOU'RE TALKING TO**

ADDITIONAL TIPS AND TECHNIQUES



TO BE A SUCCESSFUL LEADER...

**DON'T COMPLAIN.
DON'T EXPLAIN.**



A woman with long dark hair, wearing a black blazer, is sitting at a white desk in a modern office. She is looking out a large window at a city skyline. On the desk, there is a laptop, a keyboard, a mouse, and a potted plant. The text "A GOOD LEADER IS AUTHENTIC BUT NOT TRANSPARENT." is overlaid on the right side of the image in large, white, bold, sans-serif font.

**A GOOD LEADER IS
AUTHENTIC BUT
NOT TRANSPARENT.**

**THERE'S A
DIFFERENCE.**





**YOUR TEAM MEMBERS WANT TO BE TOLD WHICH
MOUNTAIN TO CLIMB, NOT HOW TO CLIMB IT.**



THE #1 SECRET FOR RUNNING A MEETING

Know the outcome before the meeting starts.



THE #1 MISTAKE PEOPLE MAKE WITH EMAIL.



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QUIZ TIME!

- Better thoughts lead to better actions which lead to better _____.
- If you want to connect more deeply with someone, look into their _____.
- The energy you project is the energy _____.
- Your team members want to know which mountain to climb, not _____.



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TURNER

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7 STEPS FOR SUCCESS

- **Step #1:** Look into their left eye
- **Step #2:** Project positive energy
- **Step #3:** Turn the temperature down
- **Step #4:** Mirror and Label
- **Step #5:** Use softening words
- **Step #6:** Don't tell people how to climb the mountain
- **Step #7:** Use the Connection Code



TWENTY STATEMENTS TEST

TWENTY STATEMENTS TEST

Created by sociologists Manford Kuhn and Thomas McPartland, this simple exercise strips away your conscious persona to reveal how your core identity is anchored.

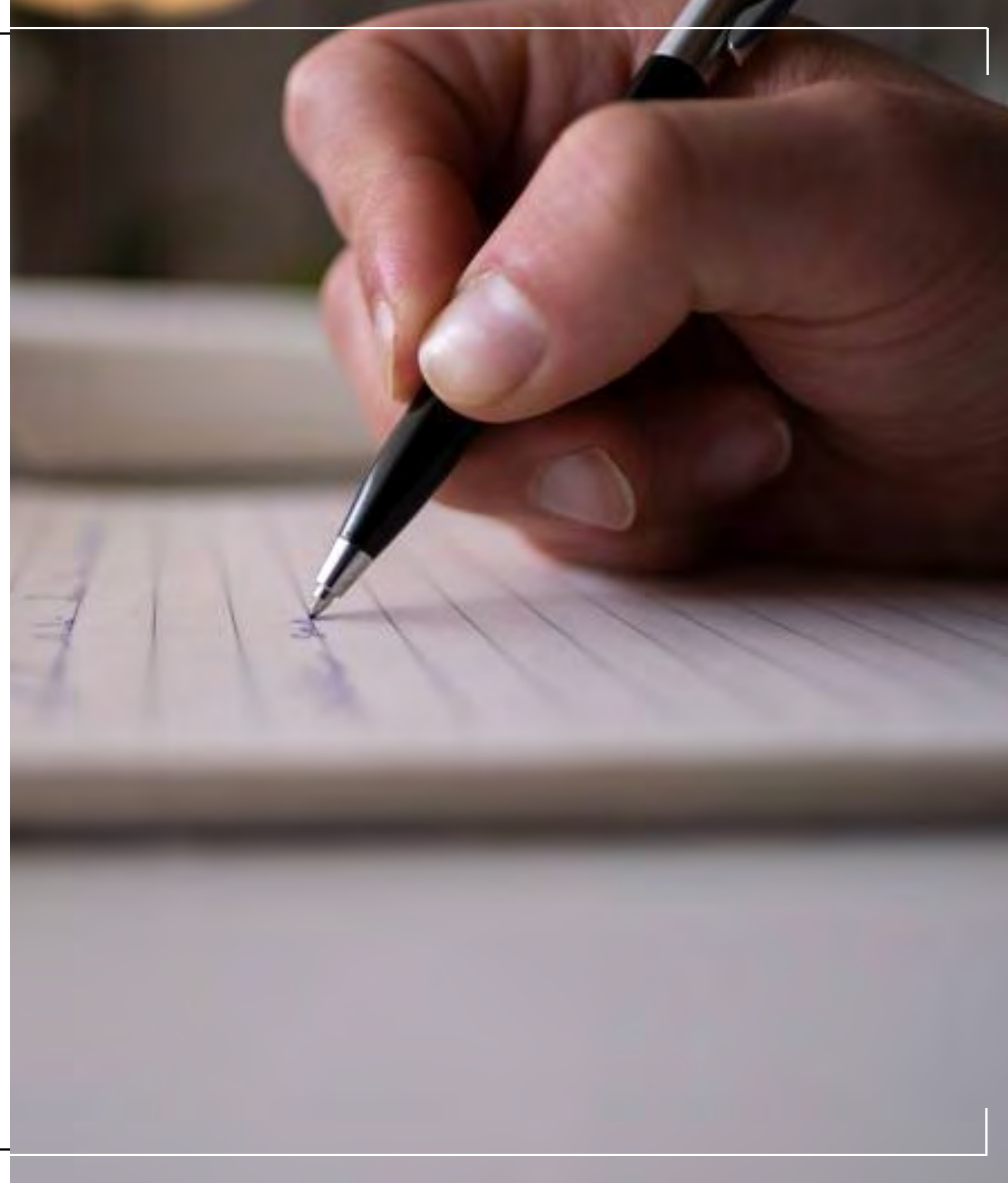


Take a piece of paper and write the prompt "Who am I?" at the top. Then, as quickly as possible, write down 20 different, honest answers. Do not overthink it; just fill the lines.

TWENTY STATEMENTS TEST

Now, look at the distribution of your answers and categorize them into four buckets:

- **P** = Physical Description (e.g., "I am tall")
- **S** = Social Roles/Statuses ("I am a parent," "I am a teacher")
- **R** = Reflective/Trait Descriptions ("I am patient," "I am an optimist")
- **E** = Existential ("I am a spiritual being")



COUNT YOUR STATEMENTS. WHICH ONE DOMINATES?

Physical Description Dominant:

The Dynamic: When physical descriptions dominate, you are practical, literal, and highly responsive to environmental triggers.

The Risk: Low abstract thinking or existential resilience during long-term life transition crises.

Growth Action: Dedicate 15 minutes a day to non-tactile intellectual inquiry or mindfulness to build cognitive flexibility.

Social Roles/Status Dominant:

The Dynamic: If social roles dominate, you view identity as entirely interdependent, relying on systemic contexts (duties, relationships, expectations).

The Risk: Extreme vulnerability to identity collapse when a career or relationship ends. Risk of turning into a social chameleon.

Growth Action: Cultivate projects completely detached from external roles. Find personal milestones that belong solely to your intrinsic values.



COUNT YOUR STATEMENTS. WHICH ONE DOMINATES?

Reflective/Trait Dominant:

The Dynamic: If reflective traits dominate, you prioritize absolute personal autonomy. Your sense of self travels cleanly across situations.

The Risk: Chronic feelings of isolation, resistance to social alignment, and a persistent belief that you are misunderstood or "fake" when adapting.

Growth Action: Practice intentional role adherence. Recognize that social structures and collective rules can be vehicles for stability rather than limits on authenticity.

Existential Description Dominant:

The Dynamic: High density of spiritual, global, or oceanic statements signals a deep moral or philosophical framework.

The Risk: Feeling untethered, alienated, or struggling to implement realistic daily execution habits.

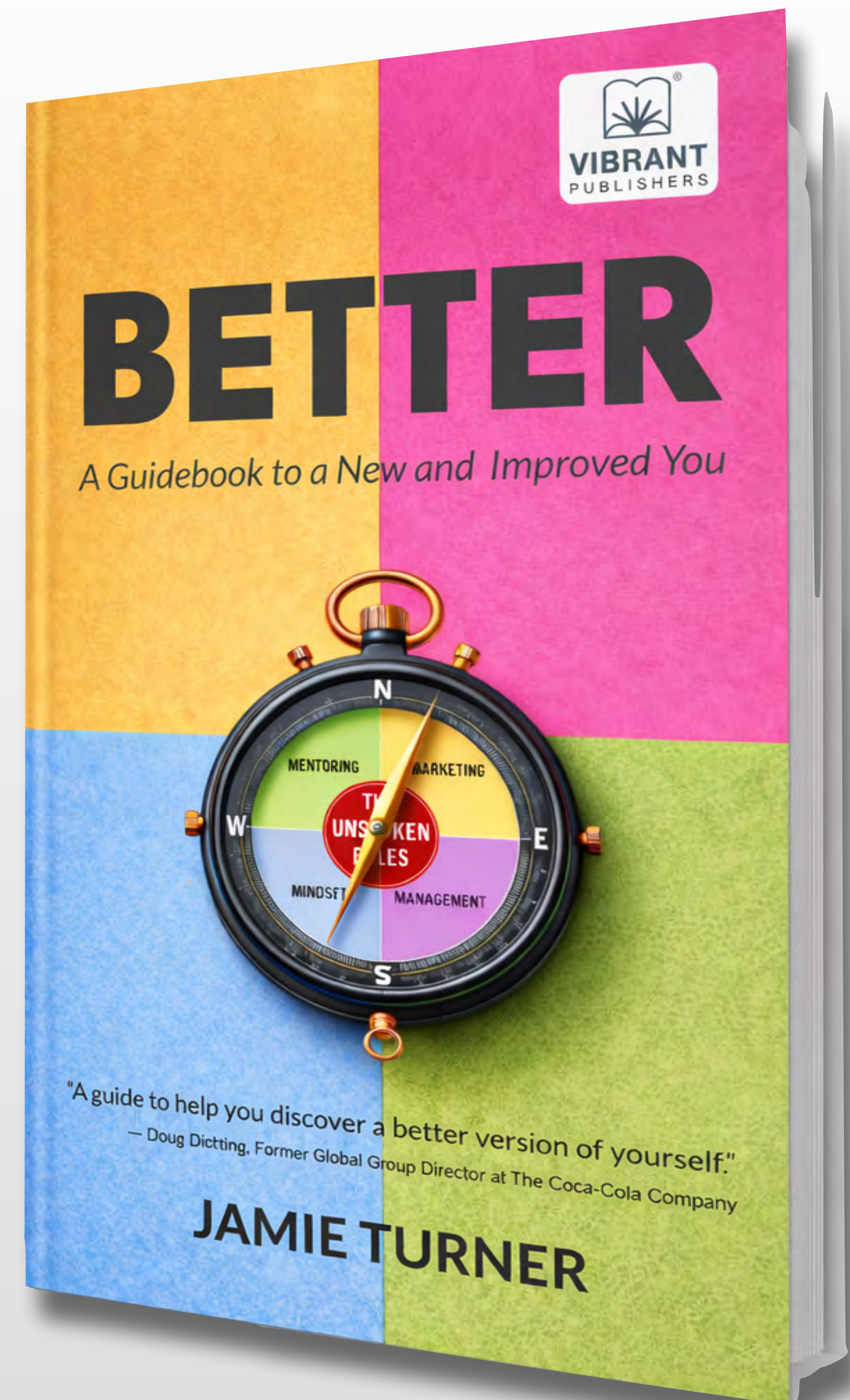
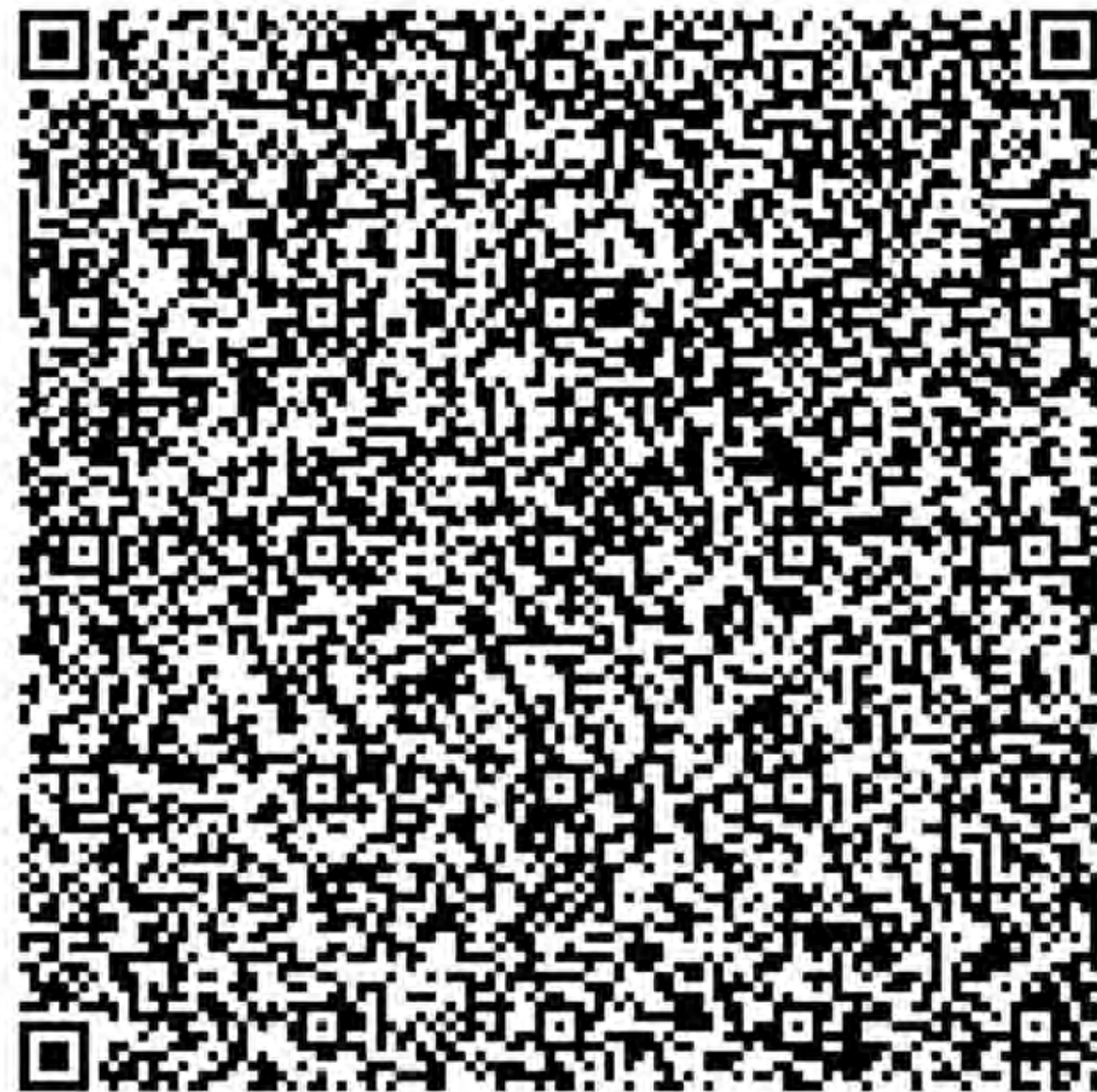
Growth Action: Bridge the gap. Anchor grand ideas to small physical rituals (e.g., specific workspace configurations).



**YOUR SELF-CONCEPT IS NOT A CONCRETE
MONUMENT; IT IS AN EVOLVING ECOSYSTEM.
USE YOUR ANSWERS AS A GUIDE FOR EVOLVING
AS A HUMAN BEING.**

KEY POINT FOR TODAY:
YOU ARE CAPABLE OF MUCH MORE THAN
YOU THINK YOU ARE.
ALL YOU NEED IS A ROADMAP.

YOUR ROADMAP









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