



# Talk like a boss: How effective leaders communicate

Nancy Buffington, PhD





# Talk like a boss

# Today's speaker



Nancy Buffington  
Communications trainer and coach  
[@njb1122](#)

A photograph of two young women with long blonde hair, one in profile and one from behind, talking outdoors at night. The background is dark with some green foliage and a soft light source. The text is overlaid on the right side of the image.

Take a minute  
to connect with  
your neighbor

#QBConnect | WiFi: QBConnect

# Agenda

WHY this is so important!

WHAT to say ... language for leaders

HOW to say it ... leadership presence

Create your unique leadership brand

Practice

Create an action plan





# WHAT to say...

Be clear

Be truthful

Be consistent

Be positive

And don't forget to listen!



# HOW to say it ...

## How to develop presence

Clean up your self-talk

Prepare your mind

Use the three axes of presence



# A side note on what you DO ...





**Happiness is when  
what you think, what you say  
and what you do are in harmony.**

Mahatma Gandhi





Let's try it out!



# Make a plan

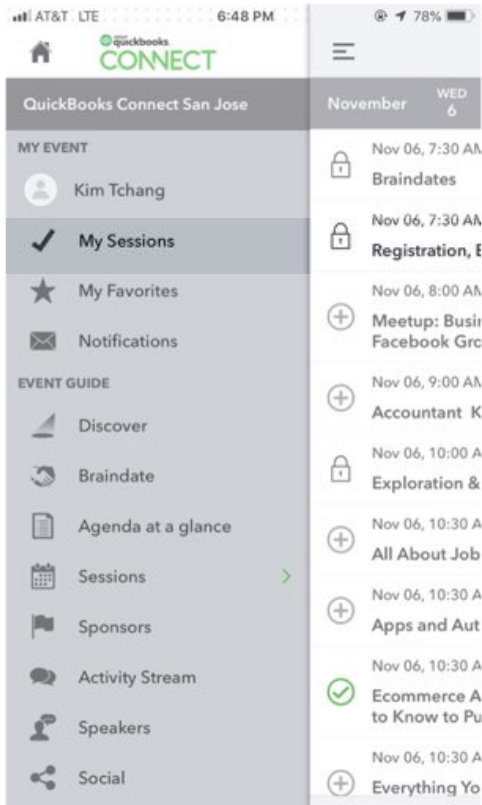


# Questions?

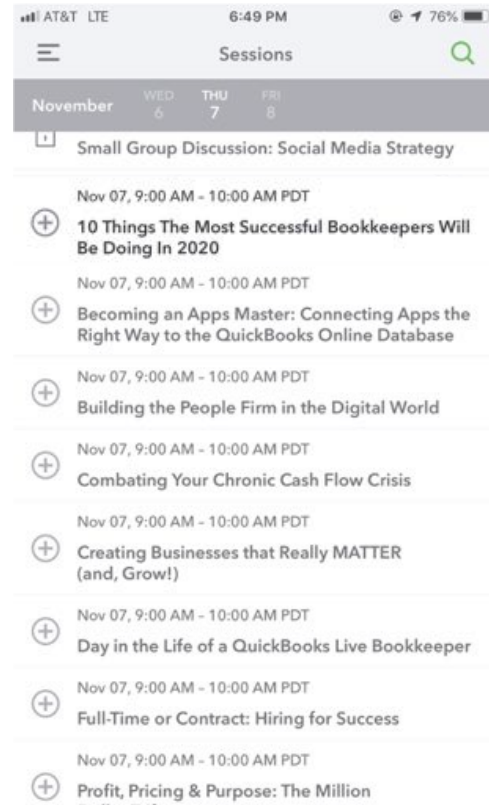
# Rate this Session on the QuickBooks Connect Mobile App

Provide feedback to help us design content for future events

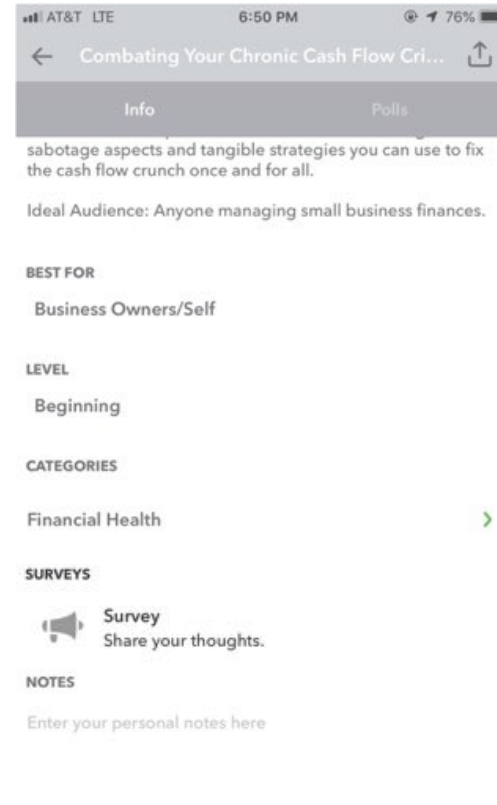
## 1. Select Sessions



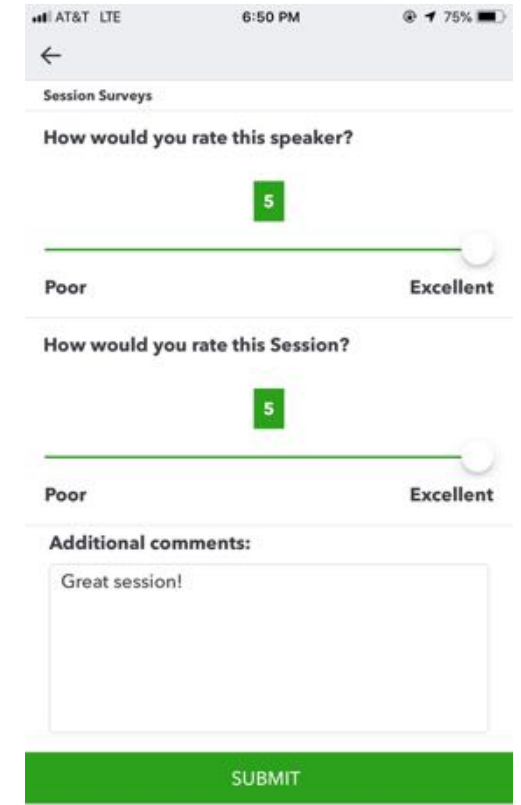
## 2. Select Session Title



## 3. Select Survey



## 4. Add Ratings



# Material Download

1. Find the session on the agenda
2. Select + for more information
3. Download PDF of slides and/or supplemental material

<https://quickbooksconnect.com/agenda/>

The screenshot shows the QuickBooks CONNECT agenda page for November 7, 2023. The page features a navigation bar with links for 'Why Attend', 'Agenda', 'Speakers', 'Pricing', 'Sponsors', 'Travel', and 'FAQ'. A 'Register now' button is located in the top right corner. Below the navigation bar, there are tabs for 'November 6: Accountant Day', 'November 7' (the active date), and 'November 8'. A 'Print Agenda' button is also present. The main content area includes a search bar labeled 'Search for sessions' and a set of filters: 'Business Growth', 'Life & Business Skills', 'Organizational Culture', 'Technology Training', 'Advisory', and 'Financial Health'. An 'Expand all +' button is located to the right of the filters. The agenda items are listed in a table with columns for time and session details. The items include: '7:30-9:00 am Registration, Breakfast & Exploration'; '7:30-10:30 am Braindates' (with a description and 'Best for: All Audiences', 'CPE Hours: not eligible'); '8:00-8:30 am Yoga'; and '8:00-8:45 am Breakout Sessions' (with sub-items: 'Small Business Meetup: Relationship Marketing and the Power of Human Connection', 'Small Group Discussion: Social Media Strategy', 'Small Group Discussion: Showing up - Why What You Wear Matters', and 'Small Group Discussion: Build Your Dream Bookkeeping firm').



 **CONNECT**

OWN  
THE  
FUTURE  
FUTURE