

## ***The Words of a Leader***

*Karen Hughes*

*11:15-12:45 Friday*

Aren't you that woman who moved back to Texas?  
"How can we miss you if you won't go away?"

I'm writing a book about some of my experiences.  
*10 Minutes from Normal*

Life story...

Started as a reporter.

Inspired by politicians because they gave up their privacy to make their communities better. 6 years in the governors job. 36 days of the FL recount.

Month later we were in the White House.

I am tall, not big!

Words are important The most powerful drug used by mankind.

Words can be depressing, dump, intimate, weapons, instruments of hope and healing, fill with love and joy for hurt.

Every word you use either builds up or tares down.

16 words in the State of the Union address.

The President is responsible for his words.

"Man does not live on bread alone but by every word that proceeds from the mouth of God." They give nourishment and sustenance to the soul.

*The eagle has landed.*

*I have a dream.*

*Give me liberty or give me death.*

*The grass withers and the flower fades but the Word of God stands forever.*

The Word of God is living and active, sharper than a double edged sword.

My Word will not return to me void but will accomplish the purpose for which I sent it.

His Word is a light to my feet.

By your words you will be acquitted or condemned.

We will give an account for every word we speak.

## **The 5 C's of effective communication**

### **Clarity – say what you mean!**

Core values

Credibility

Good...evil

With us...against us.

A way to force message clarity? What is the headline?

What would someone say? If you are leaving it up to someone else that  
Can be dangerous.

**Conviction – mean what you say!**

He speaks with conviction.

Mr. Gorbachof tear down that wall.

**Compassion – making sure your message meets people where they live.**

What does my message mean to the sleepy person on the back seat Sunday morning?

**Credibility and Consistency - go together.**

You achieve message consistency by basing them on principles and values!

He based his decisions on principles!

Local control

Limited government.

Helps communications.

Empowers people on the team to have confidence they can speak for the President.

Having core values gives you something to come home to.

Do people trust you?

We are in the belief business!

A credible and consistent message comes from what you do.

**Jesus spoke with**

Clarity

Conviction – he taught as one who had authority

Compassion – spoke to the Samaritan woman at the well.

Credibility – communicated with His words and his life.

The changed lives of the disciples

Consistency – from Galilee to Jerusalem; from the OT to the NT

A leader must set clear priorities!

Focus – the main thing!

Love the Lord you God.

Love you neighbor.

Elegant simplicity!

*This is the new priority of our administration.*

Problems energized him.

If you are a mom or dad your number one priority is to be a good mom and dad.

Create a family friendly work space!

Choose your bosses very carefully.

Your boss' priorities can either support or undermine your own.

Lead toward a better world.

You have to lead with optimism.

Priorities: faith and family and country.

*A hinge moment in history.*

What are my priorities?

What are my values?

Words have to do with strategy positioning

*What exactly is out position?*