

# 15.969 Dynamic Leadership

**Leadership is Dynamic.**

**Period.**

# Leadership as sales?

- Proven Effective salesmanship?  
(salespersonship) from yesterday
  - Confidence (appearance)
  - Adding information
  - Knowing your customers' needs – adding info
  - Taking questions – adding related information

# Other Ideas

- Effective sales and/or leadership – add'l?
  - Being Direct
  - Passion
  - Authenticity
  - Staying true to your image...

Practice:

1) CONFIDENCE

Practice:

**2) ADDING INFO**

Practice:

**3) KNOWING YOUR  
AUDIENCE**

Practice:

## 4) TAKING QUESTIONS