

THE LANGUAGE OF LEADERSHIP
HOW TO USE LANGUAGE TO LEAD

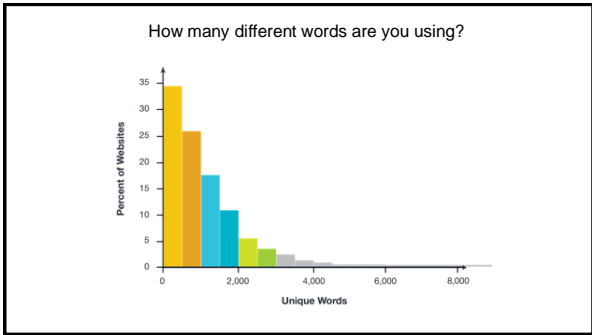
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To ignite leadership for
power, purpose, and impact
you need...

PROSE

2,503

15,469,328



WORDIFIER

The Wordifier will tell you whether you should **stop using a word**, use it **with caution**, or use it all you want!

enter your word here:

STOP!
 That word is way overused by nonprofits, my friend. If you want your words to stand out, pick a word that's used less often...**bearing in mind these concepts, of course.**

provide: to take precautionary measures (provide for the common defense, United States Constitution)
[\[show more\]](#)

Part of Speech: verb
 Merriam-Webster Collegiate Dictionary

Related Words & Synonyms for provide

Organizations using this word:

Sector	Percentage
Arts and Culture	16.5%
Educational Research	13.6%
Environment/Animals	7.7%
Health	6.4%
Human Services	13.5%
International	12%
Public/Social Benefit	14.6%
Religion	10%

LEADERLY LANGUAGE PRIORITIES

- Remarkable mission statement
- Great SUN Story
- Abiding commitment to leveraging language for power, purpose, and impact

“Leadership is a way of thinking, a way of acting, most importantly, a way of communicating.”

Simon Sinek

THREE LEADERSHIP MYTHS

THE THREE MYTHS

1. Leadership is about leading others.

To see one’s own way.

THE THREE MYTHS

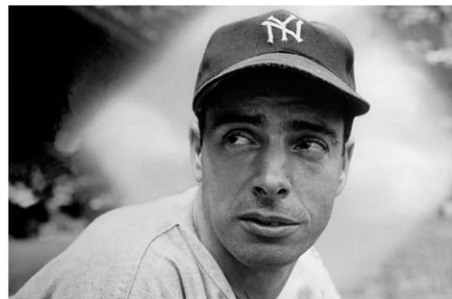
1. Leadership is about leading others.
2. Leadership requires a leader.

“Leadership isn’t about a person, it’s about a dynamic.”

Prof. Antonio Marturano

THE THREE MYTHS

1. Leadership is about leading others.
2. Leadership requires a leader.
3. One style of leadership is better than another.



STAND FOR YOUR MISSION STATEMENT

“Once spoken, the speaker's words are gone except for the listener's abilities to remember them.”

*Jay Conger
Inspiring Others: the language of leadership*

Colorado Alliance for Environmental Education's mission is to serve all sectors of the Colorado Community by improving the collective effectiveness of environmental education.

Reading Ease: 0.0
Grade Level: 23.7

The National Churchill Museum's mission is to commemorate and celebrate the life, times, and distinguished career of Sir Winston Churchill and inspire current and future leaders by his example of resilience, determination and resolution.

Reading Ease: 0.0
Grade Level: 22.8

The Center for Justice is a legal advocacy organization that works to empower individuals and provides vigorous oversight and advocacy when community rights need to be defended and community voices need to be heard.

Reading Ease: 10.5
Grade Level: 20.2

The Alaska Kidney Patients Association is committed to providing support, education and advocacy for kidney patients and their families, encouraging organ donation, public education and the prevention of kidney disease.

Reading Ease: 0.0
Grade Level: 22.8

The Alaska Kidney Patients Association takes care of Alaska's kidneys.

SUN STORY

SELF, US, NOW

Three stories every leader must know how to tell.

"If I am not for myself, who will be for me?
When I am for myself alone, what am I?
If not now, when?"


Hillel the Leader

STORY OF SELF

What's your purpose?

AUTHENTICITY



 claxon
Personal Lexicon My name is: _____

STEP #1. WRITE THE THREE WORDS THAT BEST DESCRIBE YOU

STEP #2. LIST YOUR FAVORITE WORDS, WORDS AND ADJECTIVES

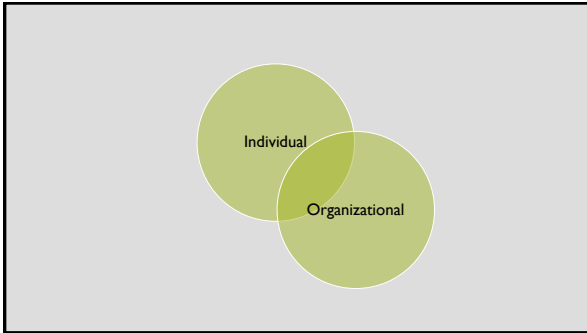
VERBS	WORDS	ADJECTIVES

STEP #3. ADD WORDS THAT YOU WILL LEARN

STORY OF US

ME < WE

ALIGNMENT



PROSE PITFALLS

1. Being inattentive to your words



WE

PROSE PITFALLS

1. Being inattentive to your words
2. Using jargon

**Jargon
is evil.**

PROSE PITFALLS

1. Being inattentive to your words
2. Using jargon
3. Featuring features rather than benefits

STORY OF NOW

ACTION

"I can never tell you what you said, but only what I heard. I will have to rephrase what you have said, and check it out with you to make sure that what left your mind and heart arrived in my mind and heart intact and without distortion."

John Powell, theologian

KEY TAKE-AWAYS

- Stand for your Mission Statement
- Tell your SUN Stories
- Be inspired by the power of prose to ignite your leadership for power, purpose, and impact



WHO'S AWESOME?

You're awesome.

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More resources at:
www.claxonmarketing.com