

How your Stump Speech leads people to become collaborators

Effective manager-leaders mobilise concerted action by eliciting strategic and tactical decisions from their team members. They own the decisions because they have a voice. Rich sustainable strategy emerges from a network of discussions, debates, and conversations involving diverse perspectives at different levels, both inside and outside the group.

Every effective leader has a strategy speech that inspires and mobilises people to concerted action.

Cliché ridden ‘management speak’ that simply recycles company strategy statements does not create the spark that turns obedient cohesion into coherent innovative action. Such intrinsic motivation to work together needs a personal strategy statement that declares what you are committed to as a leader. It needs the authenticity that stimulates sustained effort and arises out of how you live and breathe. The Stump Speech can be the key to escaping from Groundhog “away-days”.

STUMP SPEECH

The **INTRODUCTION** directs the attention of the listeners to what they already know:

- ❑ **SITUATION:**
- ❑ **COMPLICATION /TRIGGER:**
- ❑ **QUESTION:** Mostly the question to address is one of four types:

What should we do? How should we do (fix) it? Should we do it? Why did it happen?

Now the listeners are ready to hear your answer to further questions



WHERE ARE WE GOING?

WHY ARE WE GOING THERE?

WHO IS GOING WITH US?

HOW WILL WE GET THERE?

INVITE SPONTANEOUS FEEDBACK THROUGHOUT

Although referred to as a ‘speech’, it is particularly effective when it becomes a real conversation with the audience e.g. project group, job interviewers, management meeting, key customers, partners...