

HOW TO USE **POWER**

THE LANGUAGE OF CONFIDENCE

ARE YOU POWER?

You're a natural strong leader.

WHO YOU ARE

Confident ■ Goal-Oriented ■ Decisive







HOW TO USE PASSION

- Develop strong, clear opinions
- Proactively deliver ideas and recommendations
- Lead the conversation

WHAT WILL HAPPEN

- You will become a respected expert
- You will shape opinions and decisions
- Others will see you as an authority

COMBINE POWER WITH

-  **INNOVATION:** to spark an entrepreneurial spirit
-  **PASSION:** to create participation
-  **PRESTIGE:** to elevate your confidence
-  **TRUST:** to build strong bonds over time
-  **MYSTIQUE:** to keep your ideas close
-  **ALERT:** to jumpstart urgency