

Advocate

Ways of strengthening this voice:

1. Focus on your own strong feelings about the issue under discussion; verbalise these rather than holding them back, so that others know your views and feelings and can take them into account.
2. Get quickly to the point; state *your* position.
3. Make your physical posture congruent with your choice: look directly at the people you are addressing, keep your chin up, do not let your strength or tone of voice fall away or sound apologetic.
4. Give your views or propositions a clear and logical structure, so that they have more powerful impact on the listener. State your position first, and your reasoning second. *'In my opinion we should....x; here's why...'*
5. Rehearse for important conversations. For those occasions when you need to take a clear and unambiguous position (such as making a presentation, or perhaps during a negotiation, or in responding to a request), prepare your key lines beforehand. Stick to those lines.