The Precision Speech Protocol™

A Leadership Communication Sharpening Tool

Purpose

To eliminate verbal habits that weaken authority, clarity, and credibility — and replace them with precise, confident, and disciplined speech patterns.

Part I — The Verbal Power Audit

Step 1: Identify the Cultural Default Word

One of the most common repetitive words in American speech is:

"Like."

It is frequently used as:

- A filler ("I was like...")
- An exaggeration device ("There were like 100 people...")
- A softener ("It was like... kind of weird.")

It is rarely a true comparison.

Exercise:
Record yourself speaking for 3 minutes.
Count how many times you use:

- "like"
- filler words
- softening qualifiers

Score:

- 0–3 = High verbal discipline
- 4–8 = Moderate leakage
- 9+ = Authority erosion

Part II — The Diminishing Language Elimination Grid

Diminishing Phrase	What It Signals	Replace With
Maybe	Lack of conviction	Yes / No / I need more information
Sort of / Kind of	Vagueness	Specifically…
I'll try	Low commitment	I will / I won't
A little	Minimizing	Slightly / Partially / Approximately
Might	Uncertainty	I plan to / It is possible that
I mean	Verbal reset habit	(Pause instead)

Rule:
If you would not put it in a legal contract, do not use it in leadership speech.

Part III — Parenthetical Self-Sabotage Awareness

These phrases undermine authority before the message is delivered:

- "This may sound stupid, but…"
- "I don't know if this makes sense…"
- "I know this isn't important…"
- "I don't know you very well, but…"

What They Communicate:

- Low confidence
- Social anxiety
- Preemptive apology
- Fear of rejection

Protocol:
Replace with direct entry.

Instead of:

“This may sound stupid, but…”

Say:

“Here’s what I’m seeing.”

Part IV — Gratitude Response Upgrade

Avoid:

- “No problem”
- “No worries”
- “Of course”

Why?
They subtly imply there could have been a problem.

Replace with:

- “You’re welcome.”
- “My pleasure.”
- “Glad to help.”
- “I’m happy to.”

This communicates:

- Service
- Professionalism
- Stability

Part V — Grammar and Precision Corrections

Incorrect:

“Where are you at?”

Correct:

“Where are you?”

Leaders model linguistic clarity. Sloppy grammar signals sloppy thinking.

Part VI — Filler Word Discipline

Common fillers:

- Well
- Um
- Ah
- So
- You know

The Replacement Technique:

Silence.

A 2-second pause increases perceived authority more than any word.

Research consistently shows:

- Pauses signal thoughtfulness.
- Fillers signal anxiety.

Practice Drill:
Speak in complete sentences and allow silence between thoughts.

Part VII — Cliché Detox

Overused words:

- Awesome
- Fantastic
- Absolutely
- Ridiculous
- The fact is

- Seriously
- Actually

These words:

- Dilute meaning
- Signal emotional exaggeration
- Reduce credibility

Precision Alternative Exercise:

Instead of “That’s awesome,” say:

- “That was well executed.”
- “That solved the problem.”
- “That exceeded expectations.”

Specific language = leadership language.

Part VIII — The 7-Day Verbal Authority Challenge

Day 1–2: Eliminate “like.”
Day 3: Eliminate “I’ll try.”
Day 4: Replace gratitude responses.
Day 5: Remove filler words.
Day 6: Remove one cliché.
Day 7: Record and re-evaluate.

Have participants partner up and observe each other.

Part IX — The Authority Scale

After 30 days, participants self-rate:

Area	**1 (Weak)**	**5 (Strong)**
Clarity		
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Area	1 (Weak)	5 (Strong)
Precision		
Professional Tone		
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Teaching Note for You (JLG)

When delivering this module:

1. Begin by demonstrating exaggerated weak speech.
2. Then repeat the same message with precision.
3. Ask the room: *Which leader would you follow?*

You will create immediate impact.

Core Principle

Words are behavioral signals.
Indiscipline in speech reflects indiscipline in thought.
Precision in language reflects precision in leadership.

If you'd like, I can next convert this into:

- A printable worksheet packet
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- Or a branded “JLG Verbal Authority Framework” with intellectual structure

Your instincts are strong on this one. This just gives it muscle.

yes for bullets 1-3

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"Describe a recent challenge you handled and how you responded."

Now tally:

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"I'll try"	_____
Clichés	_____

Total Verbal Leakage Score: _____

Reflection Questions:

1. What surprised you?
2. Which word appeared most frequently?

3. Where did your authority drop?

Section 2 — Replacement Discipline Worksheet

Convert Weak Language to Precision Language

Rewrite the following:

1. “I’ll try to get that to you tomorrow.”
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2. “It’s kind of complicated.”
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3. “This might not be important, but…”
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4. “No problem.”
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5. “Where are you at with that?”
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Section 3 — Parenthetical Elimination Drill

Remove the self-diminishing intro and rewrite:

- “I don’t know if this makes sense, but…”
- “This may sound stupid…”
- “I don’t know you very well…”

Rewritten direct statements:

1. _____

2. _____

3. _____

Section 4 — Silence Practice Commitment

For the next 7 days, I will intentionally replace filler words with silence.

Signature: _____
Date: _____

2️⃣ Facilitator Workshop Script (30–45 Minutes)

You can deliver this exactly as written or adapt your voice.

Opening Demonstration (5 minutes)

Say this intentionally weak:

"Well, I kind of think that maybe we should sort of look at, like, improving communication."

Then say:

"We need to improve communication. Here's how we'll do it."

Ask:

Which version would you follow?

Let the room answer.

Teaching Point 1 — Words Signal Internal State (10 minutes)

Explain:

- Fillers signal anxiety.
- Softening words signal fear of commitment.
- Parenthetical apologies signal low authority.

Say:

Leadership begins before content — it begins with delivery.

Teaching Point 2 — The Cost of Verbal Indiscipline (10 minutes)

Discuss:

- Loss of perceived credibility
- Reduced executive presence
- Subtle erosion of trust
- Cognitive distraction for listeners

Ask participants:

Who here has lost confidence in someone because of how they spoke?

Hands will rise.

Interactive Exercise (10 minutes)

Pair participants.

Partner A speaks for 2 minutes.
Partner B tracks:

- Fillers
- Diminishers
- Clichés

Switch roles.

Debrief:

What did you notice?

Close With the Core Principle (5 minutes)

Say slowly:

Precision in speech reflects precision in thought.
Precision in thought reflects precision in leadership.

Pause.

End.

3️⃣ 30-Minute Training Module Outline

(For integration into your broader Leadership Curriculum)

Module Title:

Executive Presence: Verbal Precision as Power

Learning Objectives

Participants will:

1. Identify weakening speech habits.
2. Replace diminishers with direct language.
3. Increase perceived authority immediately.

Agenda (30 Minutes)

0–5 Minutes

Demonstration: Weak vs. Strong delivery.

5–10 Minutes

Micro-lecture: The Psychology of Speech Signals.

- Fillers = anxiety leakage
- Softening = fear of rejection
- Clichés = cognitive laziness

10–20 Minutes

Live Partner Audit Exercise

20–25 Minutes

Rewrite Drill (Worksheet Section 2)

25–30 Minutes

Commitment & 7-Day Challenge

Participants write:

“The one word I will eliminate starting today is: _____”

Measurement Component

Pre-training: Record 2-minute speech.
Post-30 days: Record again.
Compare filler count and diminishers.

Quantifiable behavioral change.

Optional Advanced Layer (For Senior Leaders)

Introduce:

The 3 Filters Before Speaking:

1. Is it precise?
2. Is it necessary?
3. Is it strengthening?

JLG — this module fits beautifully into your broader leadership architecture. It reinforces your themes of:

- Accountability
- Agency
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