



# Own the Room: Discover Your Signature Voice to Master Your Leadership Presence

*Amy Jen Su, Muriel Maignan Wilkins*

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## **Find your signature voice**

People are drawn to and influenced by leaders who communicate authentically, connect easily with people, and have immediate impact. So how do you become one of them? How can you learn to “own the room”? This book will help you develop your leadership presence.

According to Amy Jen Su and Muriel Maignan Wilkins, leadership presence is the ability to consistently and clearly articulate your value proposition while influencing and connecting with others. They offer a simple and compelling framework, as well as practical advice about how you can develop your own personal presence.

No matter where you sit in an organization, you can “own the room” if you are able to do two things well: first, demonstrate your authentic value and distinction, and second, connect to others in a positive way. Leaders who are able to be authentic *while* connecting with and impacting others have what the authors call a “signature voice”—a means of self-expression that is uniquely and distinctly their own. Once you discover and express your own signature voice, you’ll be ready to take your leadership presence to the next level.

Filled with real-life stories and examples, *Own the Room* demystifies the concept of presence and gives you the tools you need to identify and embrace your unique leadership voice—and have a greater impact on the world around you.

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