

THE AUTHORITY PLAYBOOK

SUMIIT TRIPATHY



CHAPTER 1: FINDING YOUR COMMUNICATION STYLE

So you want to build authority when you speak? I have news for you.

The only way to build authority in your communication is not by projecting a perfectly curated version of yourself, but by discovering your authentic self.

There are four types of communicators:

1. The Insightful Speaker
2. The High-Energy Speaker
3. The Humorous Speaker
4. The Calm Speaker



Which do you identify with the most?

Let me walk you through how each of these communicators plays to their strengths.

1. The Insightful Speaker:

This type of communicator generally speaks less, but never stays surface-level. They are always clear and concise with their ideas and can usually sum up complex thoughts in a single sentence. Someone like Naval Ravikant fits this image.

2. The High-Energy Speaker:

These speakers have the power to inspire a room with their energy and their powerful voice. They are loud, fast speakers who are really good at creating emotional depth when they speak. A good example is Alex Hormozi.

3. The Humorous Speaker:

They are light-hearted and can take any room from dull to lively. They are often rebels who challenge stereotypes and social dogma when they communicate. Someone like Vir Das is the perfect example for this.

4. The Calm Speaker:

Their energy makes the audience feel safe, and they are great in conversations that require vulnerability and empathy. They have a softer, soothing voice that brings peace to the listener. They don't demand your attention. They make you feel at home. Someone who does this well is Morgan Freeman.

It's okay to be a mix of these archetypes, but being aware of your own strengths is the key to authority.

What speaker type do you resonate with?

CHAPTER 2: THE MIND

True authority is built when you can control your mind.

You have to aim to achieve three things within yourself: **Trust, Safety,** and **Respect.**

If the stories you tell yourself are:

- I am scared no one will listen to me
- Maybe my idea isn't good enough
- I have to fight for respect
- People are only respected when they are feared
- I am not cut out for this

Then the result will be an imposter pretending to be a leader. Wearing the suit, but hollow from the inside.

Remove the Mask.



Trust

The first thing I need you to do is trust your capability and your insights.

How do we build that trust? Ask yourself these three questions.

1. If I went back ten years with the knowledge I have today, would I truly make better choices, or just repeat the same patterns?
2. Have I changed even one person's life with my knowledge?
3. Why don't I feel ready to share my unique perspective?

Safety

The second aspect to work on is your sense of safety.

This is shaped by your environment. If you are often made fun of by friends or made to feel devalued by family, that is where the problem lies. **Even friendly banter counts.**

You cannot have an unsupportive environment and expect to feel confident, authoritative, and charismatic.

Who are the top five people you talk to most?

- Do they inspire you to grow?
- Do they work toward similar goals?
- Do they pull you down whenever they get the chance?

Find people who:

- You genuinely want to become like
- Are ambitious and share similar goals
- Listen without judgement and believe in you

The best part about your environment is that you can always change it.

Look for your tribe at gyms, poetry clubs, and marathons. Authority is only built with the right people around you.



Respect

If you don't respect your own ideas, no one else will.
Where most people go wrong is "**Negative Self-talk**".

Deliberate assumptions matter when you walk into a room and want to communicate with impact.

Assumption One:

Value is subjective, and I trust my audience to find value in every word I say.

Assumption Two:

Everyone is paying attention and absorbing what I have to offer, even if I can't always see it.

Assumption Three:

I am good at public speaking, and I am here to change one single life with my words.

These are the foundations of a healthy mindset toward speaking.

What story have you been telling yourself about your own voice, and is it actually true?



CHAPTER 3: THE FRAME

Authority lies in how you carry yourself. Maintaining the right frame and body language can help elevate your presence.

So what does the right body language look like?

Let's start with what not to do:

1. If you find your arms crossed while listening to someone speak, it makes you look defensive and uncomfortable. This kind of closed body language reduces openness in a conversation.
2. Do you find yourself unconsciously touching your face, playing with your hair, or fiddling with a pen when you speak? This usually happens when a person feels overwhelmed or underconfident. It is best to avoid this self-soothing behaviour.
3. Nervous laughter can also chip away at your authority. If you find yourself laughing through uncomfortable conversations and struggling to finish your sentences, it will be perceived negatively. As a leader, clarity is everything, and nervous laughter can destroy the impact of your message.
4. Overdoing hand gestures can make you look almost comical in a meeting. Gestures thrown around without meaning or intention don't create impact. They just make you look hyperactive.



Do this instead:

1. Try to stay grounded and still, because fidgeting signals anxiety before you even open your mouth.
2. Maintain balanced eye contact when you speak. This doesn't mean quick glances or staring into someone's soul. You need to aim to hold eye contact for ideally 15 to 20 seconds at a time to build real connection.
3. Read the room and adapt. If people are anxious, offer reassurance and a warm smile. If the energy is light, a touch of humour doesn't hurt. Don't be rigid with your communication style.
4. To maintain your frame, you need to maintain your breath. Breathe through your nose into your stomach to stay calm and grounded. Focus on longer exhales rather than deeper inhales.

Your body is always speaking, you need to tune in and listen.



CHAPTER 4: SLOW IS POWERFUL

Two people are standing in front of you. One is rushing through their thoughts, and the other is taking their time.

Who do you feel drawn to?

For most people, it is the second person. Why?

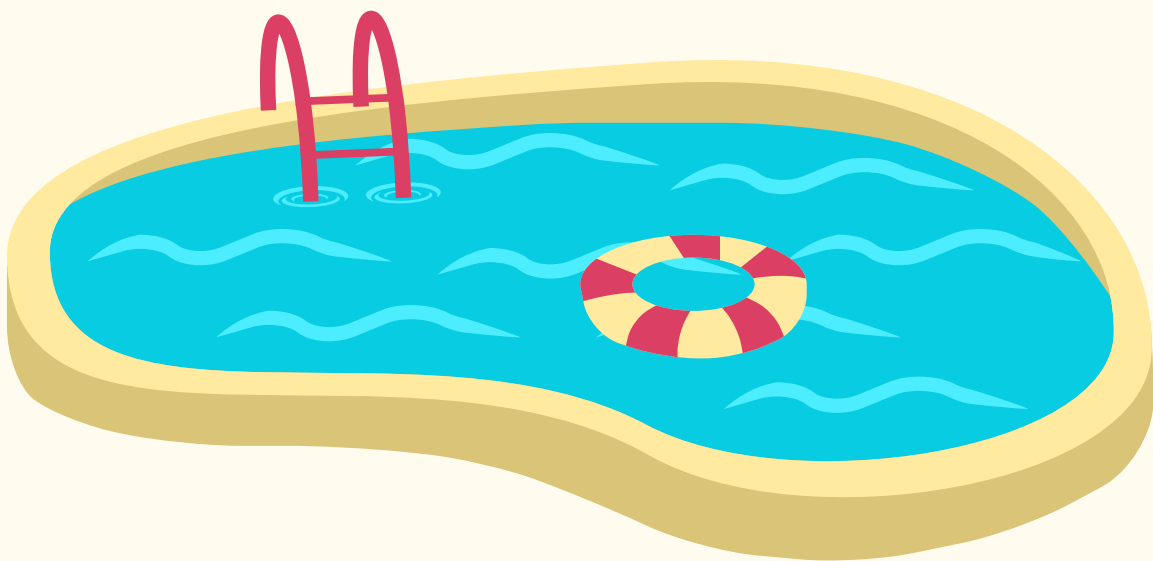
Because they didn't forget to breathe.

Here is a simple rule I want you to use from now on.

It's called the **Swimming Pool Rule**.

Next time you walk into a meeting, imagine you are in a swimming pool. Just like you would move more slowly inside a pool, move slowly in that meeting room too. This includes hand gestures, body movements, facial expressions, and, of course, slow nasal breaths.

Watch how you go from nervous and anxious to calm and confident.



Along with this, add pauses when you speak. But remember, these pauses can't be random. They need to be intentional.

- **0.5 to 1.5 second** pause to collect your thoughts.
- **2 to 3 second** pause after you say something important, to let the audience absorb it.

Fast talkers confuse their audience. Slow, deliberate speakers own the room.

Think about the last conversation where you felt truly heard. Chances are, the person speaking to you wasn't in a hurry. So the next time you speak, ask yourself, **“Am I talking to fill the silence, or am I saying something worth hearing?”**



CHAPTER 5: REFINE YOUR MESSAGE

It's easy to get carried away in the excitement of sharing things you are passionate about.

You try to fit 10 different things into a 5-minute talk.

That kills your authority.

Building authority is all about understanding that less is more.

Let's do a simple exercise:

Take a notebook and write down 5 lines about something you are interested in. Then highlight the key phrases from each sentence and write one single line summing up the idea.

If you struggle with this at first, you can use **ChatGPT** to condense it into a single line, but make it a habit to do it on your own.

LESS
— = +
IS MORE

Here is an example:

I love teaching people communication. It all started with my own social anxiety and battles with bullying. I started teaching public speaking at the age of 21. It was my true calling in life. I want to change the way people communicate in their day-to-day lives.

Single sentence:

I used to be socially anxious a decade ago, but today I have one mission: to help people speak with authority and confidence.

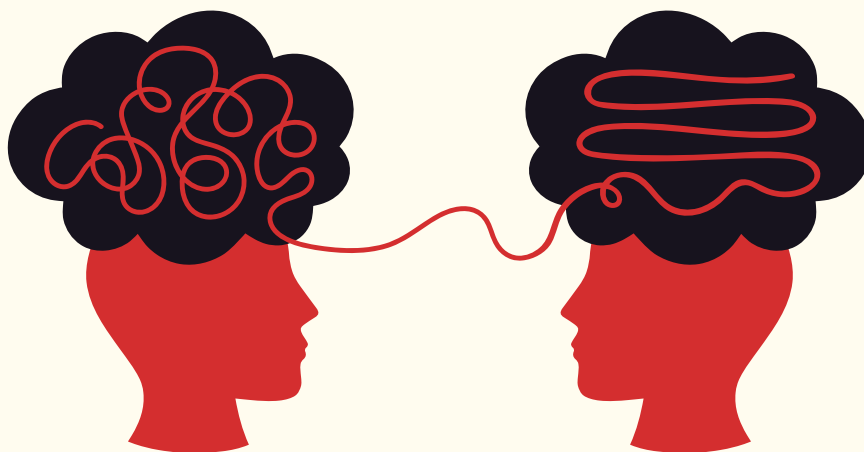
Simple enough, right?

You are training your brain to be clear and concise, instead of information dumping.

Once you do this for a couple of months, start using this method in your everyday conversations.

Think → Trim → Talk

Clarity is not about saying everything. It's about saying the one thing that stays.



CHAPTER 6: THE VOICE

When you hear your favourite leader speak, do you notice the pitch of their voice?

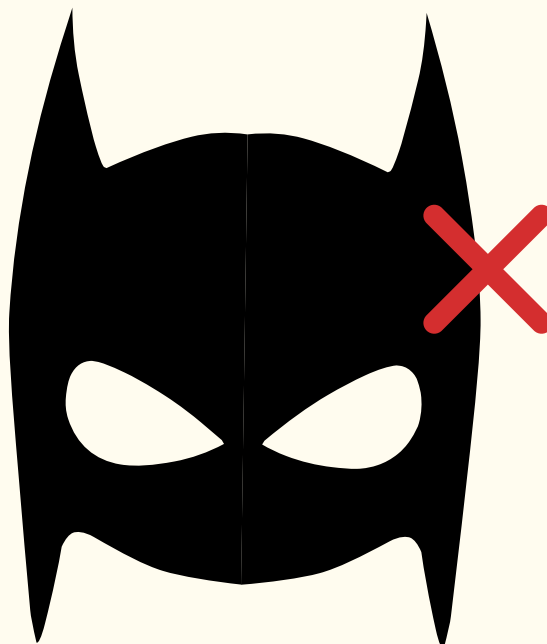
Is it high-pitched or low-pitched?

The truth is, the primitive human mind perceives a lower-pitched voice as authoritative and confident.

But that does not mean you go around sounding like **Batman**. You need to find the natural low pitch of your voice, or else it can seriously damage your vocal cords.

The best way to do this is by humming in a lower pitch and noticing what you are comfortable with. Then slowly switch it to your default voice.

When you do this, you have to be aware of your environment. You can't directly start using this new, naturally lower voice with close friends and family. They aren't used to it, and you will get pushback and resistance.



So start by trying this voice with people you have just met, who have zero biases against you, just like a blank canvas. When you get used to this voice, you can slowly start using it in your close circles, and gradually, people will get used to this version of you.

While we are on the topic of voice, I also want to talk to you about the downward inflection when you speak.

Whenever you find yourself in a situation where you need to direct your team, ending your sentences on a downward note is important.

Example: I need this done **by Saturday**. (The highlighted words are spoken on a lower scale, to bring in authority and seriousness in the instruction.)

Your voice is already powerful. You just need to learn how to use it with intention.

Hum for two minutes, find your natural low pitch, and notice the difference. Small shifts in how you sound can create big shifts in how you are perceived.



CHAPTER 7: THE DRESSING CODE

Power is in perception.

Why do some people look like they can lead the room, while others come across as unsure or incompetent within the first 30 seconds?

The skill may be the same, but what differs is the impression these two people have created in your mind.

Our bodies speak long before we utter a single word, and the way you dress can make or break your impact.

The trick is to dress with purpose.

I ask myself three questions before every meeting when thinking about how I want to show up.

Q1. Do I want the attention on me today, or am I here to blend in?

Q2. What styling choices will sabotage my meeting, and what version of me would build a positive image?

Q3. Do I feel confident and comfortable in what I am wearing today?

The context is key.

Wearing a pink suit to an investment meeting doesn't make you look bold. It makes you look out of place.

Start thinking of your clothes as an extension of your personality. Which aspect of your personality do you want to project today?

CHAPTER 8: THE PERSUASION GAME

Have you ever found yourself in a high-stakes meeting, trying to persuade an audience to go with your idea?

It doesn't have to be hard.

Most people walk in loaded with information, hoping it will be enough to convince the room.

But you aren't most people. You focus on emotional connection and solve the real problems your audience faces.

The most effective way to structure an idea is:

Hook → Story → Points of Value → CTA



Hook: Start with a question that grabs your audience's attention. A good hook makes your audience think. A bad one gets an immediate answer and builds zero emotional connection.

Story: Share a personal story relevant to your topic. Don't just talk about the wins. Talk about the struggles it took to get there. This is what separates relatable speakers from disconnected ones.

Points of Value: Identify three problems your audience faces related to your topic and solve them through your presentation. Make every point feel like it was made specifically for them.

CTA: This is the step that separates an impactful presentation from a forgettable one. A call to action is one clear, simple step you want your audience to take after your presentation.

Example: "Now that we have explored how our company can double its marketing reach, let's implement it on a small sample size to gather data over the next two weeks."

Try this in your next presentation and see the impact you create in the room.



CHAPTER 9: PRESENT LISTENING

Authority shouldn't just reflect in how you speak. It should also reflect in how you listen.

Have you ever been in a conversation where you could feel that the other person was completely present with you? No notifications, no interruptions, just genuine curiosity and questions that kept the conversation going for hours.

This is the kind of listener you need to be.

What's stopping you from getting there:

- The rush to be heard
- Over-analysing conversations instead of just being present
- Missing the emotional tone of the conversation
- Struggling to find depth and meaningful connection

The truest form of authority is when you make someone feel trusted, respected, and safe in your presence.



Here is what you can do:

1. Open your body language: No crossed arms or folded legs. Let your posture signal that you are fully available to the conversation.

2. Focus only on the speaker: No multitasking, no distractions, no parallel thoughts running in the background. Just be present.

3. Tune into the emotional tone of the conversation: Are they sad or frustrated? Let them vent without interrupting. Do they have good news to share? Ask more questions and be genuinely curious.

4. Go deeper than small talk: Ask questions that make the other person pause before they answer. What excites them? What are they passionate about? Who is the most important person in their life?

Questions like these build real emotional connection.

Being a good listener is not a soft skill.

It is one of the most powerful tools in your authority toolkit.

I want you to ask yourself, "When was the last time I made someone feel truly heard?"



CHAPTER 10: THE BEST WAY TO GIVE FEEDBACK

As a leader, you might find yourself being either too nice or too direct when giving feedback. Neither moves the needle. So what are the golden rules of feedback? (I suggest you take a screenshot of this for future reference.)

Golden Rules of Feedback

- ✦ Always appreciate in public and give feedback in private.
- ✦ Limit feedback to no more than three points per session. A longer list overwhelms the other person and dilutes the impact.
- ✦ Use the Sandwich Method. Start with something they did well, follow with something they can improve, and close by acknowledging their effort.
- ✦ Use "I" statements instead of "You" statements. Example: "You didn't do the presentation well" becomes "I felt the presentation could use a little more energy."
- ✦ Specific feedback is always more useful than vague feedback.
- ✦ Feedback should never be emotionally charged. Name-calling, yelling, and loaded language have no place in healthy feedback. Keep your tone neutral.
- ✦ Approach feedback with curiosity. Understand what motivated the other person to make the decisions they made, and hear their side of the story first.
- ✦ Schedule recurring feedback sessions, either biweekly or monthly, to create a culture of growth and avoid micromanagement.

When you lead this way, the people around you stop dreading your feedback and start looking forward to it. They bring you problems earlier because they trust you will react with a sense of calm and composure.

Your team grows faster, not because you pushed harder, but because you created a space where honesty feels safe.

Over time, you stop being the leader people follow out of obligation and become the leader they follow because they genuinely believe in you.

And that is the difference between a **Manager** and a **Leader** with real authority.

The Speak with Authority Program:

If you found this resource helpful and you want to build your confidence, clarity and authority when you communicate, then the “Speak with Authority” program will help you get there.

Book a call with me to know more.



Book Your Call Now