Leadership and Communication

“Developing excellent communication skills is absolutely essential to effective leadership. The leader must be able to share knowledge and ideas to transmit a sense of urgency and enthusiasm to others. If a leader can't get a message across clearly and motivate others to act on it, then having a message doesn't even matter.” – Gilbert Amelio

This workshop will cover:
- Key principles of communication
- Effective communication skills of leaders
- Communicating your vision
- Communication through social and relational means
- Listening as a communication skill

**Key Principles of Communication**

1) Everything communicates
2) Model the behavior you are looking for from others
3) Have a point of view
4) What you hear is as important as what you say
5) You haven’t communicated anything until you have been heard by your audiences

**Communication Skills**

Make sure to pay attention to the verbal and non-verbal cues that accompany your message and match the verbal to the non-verbal. Monitor:
- Facial expressions
- Hand motions
- Body posture
- Eye movements

To determine the effectiveness of the message:
- Prepare how you will communicate
- Deliver the message
- Receive the message
- Evaluate the message
- Take corrective action

The role of communicating a message takes it in all directions. It is a complex process and has been cited as a contributing factor to the failure of efforts. Remember, that leaders as communicators are leading, involving, listening, informing, and engaging.

**Communicating the Vision**

When you are communicating your vision to constituents, make sure that the message:
- Is clear and concise
- Resonates with audience and stakeholders
- Delivers complicated concepts in a few phrases

Communicating the vision should also involve conversational leadership which includes:
- Intimacy (trust)
- Interactivity (dialogue)
- Inclusion (involvement)
- Intentionality (goal)

**Social & Relational Communication**

To accomplish this type of communication:
- Don’t be afraid to feel
- Think “personal connection”
- It’s ok to be vulnerable
- Show gratitude and appreciation

**Listening**

To be an effective communicator and leader, you must be a good listener. To be a good listener, you must:
- Talk Less
- Focus on the message
- Withhold judgment
- Capture the idea
- Wait for the finish
- Provide feedback

However, refrain from advising, judging, or analyzing.

Communication is an imperative skill of all leaders. Subscribers to the Harvard Business Review rated the ability to communicate, ‘The most important fact in making an executive promotable,’ more important than ambition, education, and hard work.