

GREAT COMMUNICATION SECRETS OF GREAT LEADERS

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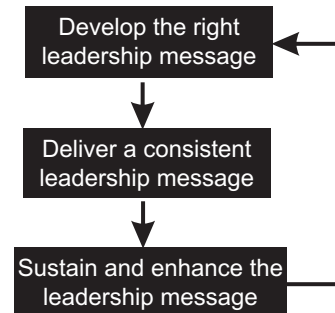
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MAIN IDEA

To be effective as a leader, you need to be a good communicator. This, however, is more than simply being a dynamic speaker. Good leaders intuitively understand communication has to be a two-way street in order to be effective. Not only do leaders have to become good at public speaking but they also have to enhance their ability to listen for feedback and then respond appropriately. As this is done over multiple iterations, whatever the leader is attempting to communicate will come into sharper focus for everyone involved.

Good leaders communicate effectively because they do three specific things well in an ongoing cycle (shown at right) which gets progressively more focused and more targeted over time.

The key objective, therefore, of any business leader who aspires to be an effective communicator is to start and then sustain just such a cycle. By doing so, leaders will convey their goals, gain support for those goals and demonstrate empathy for those whom they are responsible for leading. In other words, leaders who become better communicators automatically enhance their value as a leader.



1. Develop the right leadership message Pages 2 - 4

The main purpose of a business communication is to build trust. Before any leader gets too focused on communicating, they take the time to make sure the message they are planning on delivering is precisely what the organization needs. Developing the message not only involves thinking about what to say but also how to say it. The key points to remember in developing memorable leadership messages are:

- 1 Understand and specify your main purpose
- 2 Answer everyone's unspoken question: "Why?"
- 3 Use the Four I's: Inform – Involve – Ignite – Invite
- 4 Plan your communication strategies
- 5 Use e-Communication effectively and intelligently
- 6 Develop a great stand-up message

2. Deliver a consistent leadership message Page 5

Once the correct leadership message has been crafted, it then needs to be delivered consistently and repeatedly through a large number of communication channels. It is in the repetitive delivery of the same message that understanding and acceptance grows. They key points in this stage are:

- 1 Know your audience's expectations and exceed them
- 2 Be authentic and connect to sell your message

3. Sustain and enhance the leadership message Pages 6 - 7

Communications is an ongoing process. Thus, when the presentation is over, an effective leader gathers feedback and uses that to further fine-tune the message. Great leaders make their message really come alive by matching it to the personalities of the people they lead. The key points here are:

- 1 Connect with people on a more personal level
- 2 Invest in others by coaching them one-to-one
- 3 Ensure viability by making certain the message sticks
- 4 Use storytelling to add context and character

4. Putting it all together Page 8

To implement these ideas and become better at communicating, there are seven action steps you should take. Following these steps will enhance your effectiveness as a communicator and as a leader.

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