

Communication and Leadership Success

- It is simply impossible to become a great leader without being a great communicator.
- Examine the world's greatest leaders and you'll find them all to be exceptional communicators.
- They might talk about their ideas, but they do so in a way which also speaks to your emotions and your aspirations.
- They realize if their message doesn't take deep root with the audience then it likely won't be understood, much less championed.



The logo for 'Great Communicators' features the word 'Great' in a large, bold, red sans-serif font, with the word 'Communicators' in a smaller, black sans-serif font directly below it.

4 Good Reasons to become a Great Communicator			
More Confidence	More Message	More Impact	More Networking
On the way there you'll be gaining a lot of self-confidence	You'll learn excellent speaking skills highlighting your KEY message	You'll also learn how to say it with impact to make your message more memorable	You'll communicate with more people and hence you'll get to know more people
Great Communication is a powerful tool to make things happen - both in professional and private life			

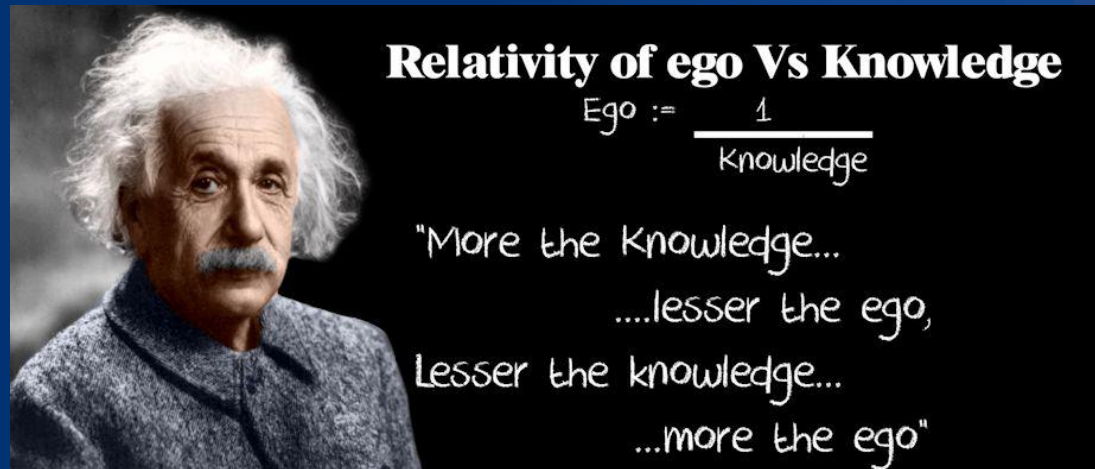
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1. **Don't bother if your audience doesn't trust you**
2. **Get personal:** There is great truth in the following axiom: "people don't care how much you know until they know how much you care." If you don't develop meaningful relationships with people you'll never know what's really on their mind until it's too late to do anything about it.
3. **Get specific:** Specificity is better than Ambiguity 11 times out of 10: Learn to communicate with clarity. Simple and concise is always better than complicated and confusing. Your goal is to weed out the superfluous and to make your words count.
4. **Focus on the leave-behinds not the take-aways:** intensely focus on the audience's wants, needs & desires, not on your agenda.



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- 5. Have an open mind:** Open dialogs with those who confront you, challenge you, stretch you, and develop you. Remember that it's not the opinion that matters, but rather the willingness to discuss it with an open mind and learn.
- 6. Shut-up and listen:** Great leaders know when to dial it up, dial it down, and dial it off (mostly down and off).
- 7. Replace ego with empathy:** When candor is communicated with empathy & caring and not the prideful arrogance of an over inflated ego good things begin to happen. Empathetic communicators display a level of authenticity and transparency that is not present with those who choose to communicate behind the carefully crafted facade propped-up by a very fragile ego.



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8. **Read between the lines:** Take a moment and reflect back on any great leader that comes to mind... you'll find they are very adept at reading between the lines. They have the uncanny ability to understand what is not said, witnessed, or heard. Keep your eyes & ears open and your mouth shut and you'll be amazed at how your level or organizational awareness is raised.
9. **When you speak, know what you're talking about:** Develop a technical command over your subject matter. If you don't possess subject matter expertise, few people will give you the time of day.
10. Most successful people have little interest in listening to those individuals who cannot add value to a situation or topic, but force themselves into a conversation just to hear themselves speak. Good communicators address both the "what" and "how" aspects of messaging so they don't fall prey to becoming the smooth talker who leaves people with the impression of form over substance.

*Look between the lines.
Read between the words.
The most important
things are left unsaid
and unheard.*



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10. Speak to groups as individuals: Leaders don't always have the luxury of speaking to individuals in an intimate setting. Great communicators can tailor a message such that they can speak to 10 people in a conference room or 10,000 people in an auditorium and have them feel as if they were speaking directly to each one of them as an individual. Knowing how to work a room and establish credibility, trust, and rapport are keys to successful interactions.



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- 10. Bonus – Be prepared to change the message if needed:** Another component of communications strategy that is rarely discussed is how to prevent a message from going bad, and what to do when does. It's called being prepared and developing a contingency plan. Again, you must keep in mind that for successful interactions to occur, your objective must be in alignment with those you are communicating with. Great questions, humor, stories, analogies, relevant data, and where needed, bold statements to help connect and engender the confidence and trust that it takes for people to want to engage. While it is sometimes necessary to “Shock and Awe” this tactic should be reserved as a last resort.

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Skill in the art of communication is crucial to a leader's success. He can accomplish nothing unless he can communicate effectively.

(Norman Allen)

Consistency and communication is really everything.

“Effective
COMMUNICATION
is 20 what
you know
and 80 how
you feel
ABOUT
what you
know.”
Jim Rohn