

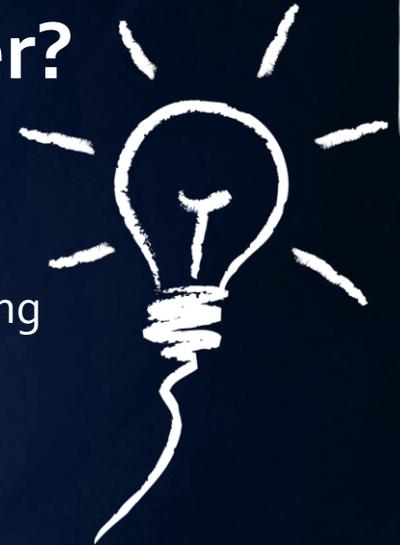
COMMUNICATION SKILLS



Essentials for Business & Personal

WHAT IS EFFECTIVE COMMUNICATION IN A GOOD LEADER?

What does it take to be a good leader?



Communicate Effectively:

Great leaders deliver a vision people want to participate in and being convinced of the importance of the mission and their part.

Leaders are often tested:

There will be obstacles, pitfalls and tough times, along with successes. It is how someone responds to these tough times that can be the sign of a great leader

Reading People, Delivery, and Proper Timing:

Learning how to communicate effectively to your chosen audience at the right time and the right place can be difficult but can reap great benefits.

Know Your Audience

The most important aspect of any effective communication is knowing your audience. This audience will vary, so being flexible in your communication styles is a great skill for any leader to have. In the course of a single day as the leader of a business or department, you might speak to:



Staff



Prospects



Shareholders



Vendors



Business Partners



Customers

Children taking a tour of your facility & more...

How you speak, and what you choose to say or not say, is key to successful communication. For example, you wouldn't go over your Q4 sales results with the children. And you wouldn't give departmental reviews to your customers - only to your staff

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Timing: The right timing is key. For example, no business leader looks forward to giving out bad news, but sometimes the more you avoid it, the worse things can become. If there is a downturn and you have to start laying off people, this needs to be conveyed sooner rather than later

Style: Using the example of having to give bad news, you have to choose when and the delivery style. How to deliver the news? Do you just blurt out and leave it at that? Or will you explain the reasons behind the decision, what the next steps will be, and what you think will happen going forward?

What You Don't Say: On the other hand, going into too much detail might open an entire legal minefield if the worker believes the lay-off is because you "don't like them" or some form of discrimination is going on. Accusations of racism, sexism, age-ism and other forms of discrimination can all damage your company.

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Follow Up: Whenever something is being conveyed, follow-up can make all the difference between success and failure

Be Visible : The even the best leaders want to just go in their office and hide. But being visible can often be one of the best forms of leadership. So too can an open-door policy, in which people feel that they can come to you with questions and concerns and that these will be taken seriously and treated with respect

Set the Tone: The most important aspect of leadership can often be to set the tone. A positive, upbeat leader with a can-do attitude is more likely to gain followers than someone who delivers consistently negative messages. Even when things are bad, a leader with good communication skills will be able to reframe the issues in such a way as to maintain a loyal following.

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Change Management: People hate change but having empathy for this point of view can help smooth out the transitions.

Schedule Meetings: Regular meetings are a chance to communicate clearly and get feedback. Have clear reasons to meet, agendas, and action steps at the end of each meeting. Follow up in a timely manner on the action steps.

Learn to Listen: A good leader listens. Everyone makes mistakes, we are only humans. Listen and share viewpoints. Seek ideas and innovations. Give people another chance if you think they deserve it. Be sure people feel valued.

Never Assume: Be clear in your verbal and written communications. Confirm anything important in writing, including email, such as after a phone conversation or team meeting.

Something all Great Leaders share:

Great Communication Skills

Knowing how to communicate effectively and speak your audience's needs, at the right time and the right place can be difficult master but offers tremendous benefits.



THANK YOU!

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