### Ten Leadership Communication Tips

Best Practices for Influencing and Inspiring
Others to Act

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Presented to

PE-NC

by

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### How Well Do You Communicate?

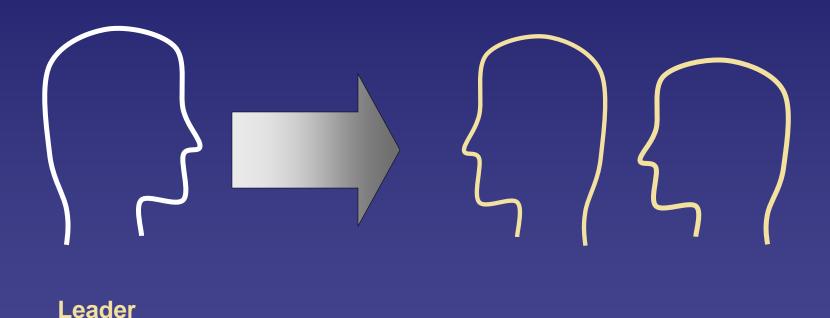




# The difference between leading and managing is communication.

--Sir Winston Churchill

### Communication Success as a Leader Means Influencing and Inspiring Others



Your Intended Followers

#### Ten Tips for Influencing and Inspiring Others

- 1. Know and adjust to your intended audience
- 2. Be a credible messenger who earns trust.
- 3. Communicate a simple, clear core message.
- 4. Make your message memorable.
- 5. Provide rational support for your message
- 6. Inject the right emotion into your message.
- 7. Tell stories to rivet attention and make a point.
- 8. Repeat your message using multiple channels.
- 9. Deliver tough messages with tact.
- 10. Follow up to ensure your message got through.

## Tip #1: Know and Adjust To Your Intended Audience

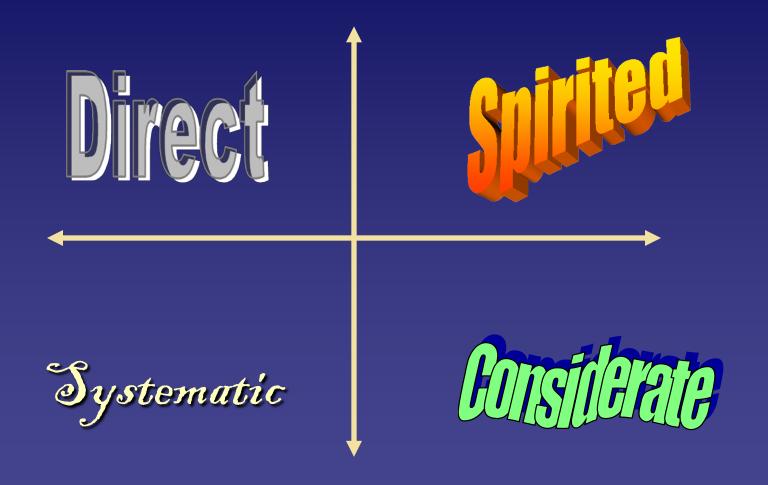


Listen to them deeply.

Assess the following:

- Their needs and wants
- Their likes and dislikes
- Their preferred communication style

## Tip #1: Know and Adjust To Your Intended Audience



Adjust for their preferred style.

# Tip #2: Be a Credible Messenger Who Earns Trust



#### **Show these qualities:**

Confidence: Look and sound confident.

Competence: Speak with expertise and authority.

**Character:** Be truthful. Admit mistakes.

Caring: Show you care about people.

#### Tip #3:

#### Communicate a Simple, Clear Core Message



Clearly state your **bottom line**the one thing you absolutely want your audience to remember.

# Tip #4: Make Your Message Memorable

- Surprising
- Familiar
- Relevant
- Timely



## Tip #5: Provide Rational Support for Your Core Idea.

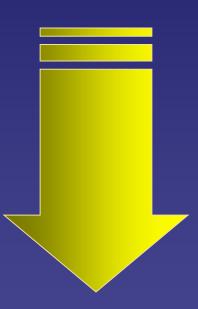
Because ....

Because ....

Because ....

Because ....

Therefore ....





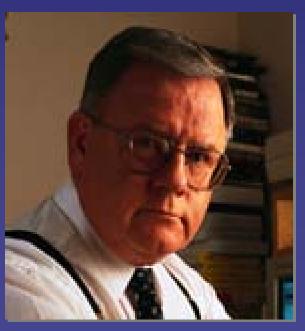
## Tip #5: (continued) Provide Rational Support for Your Core Idea.

- Facts and data from research
- Benefits to the audience, customer, organization, or the common good
- Examples, illustrations, or stories
- Quotes or testimony from experts and other sources of authority

### Tip #6: Inject the Right Emotion

Display the emotions you want to see in others.





# Tip #6: (continued) Inject the Right Emotion

To get people to act, arouse feelings of—

- Discomfort with the current state.
- Excitement about what can be accomplished
- A little fear that inaction will cause problems
- Safety in moving forward together
- Pride in taking the right action and succeeding

## Tip #7: Tell Dramatic Stories to Rivet Attention.

**Use the S-T-A-R Story Technique:** 

Situation Faced Who Where When?

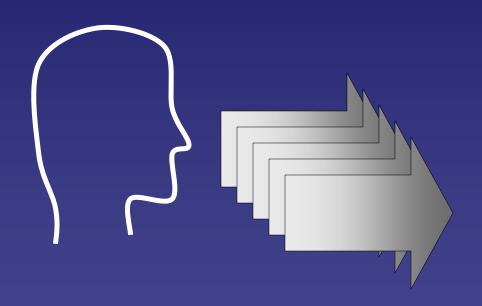
Task to Be Completed Why?

Actions Taken How?

Results Achieved & How well?

Lessons Learned So what?

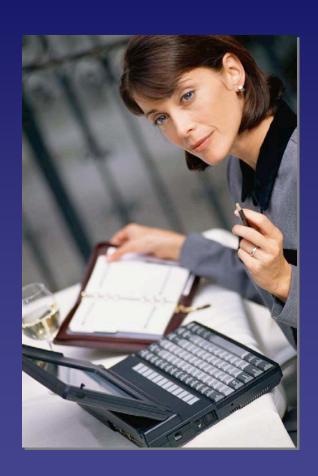
### Tip #8: Repeat Your Message.



# Tip #9: Deliver Tough Messages with Tact.

#### Follow this process:

- 1. Buffer
- 2. Facts
- 3. Reasons
- 4. Bad News
- 5. Options
- 6. Positive Closing



### Tip #10: Follow Up to Ensure Your Message Got Through.

### The problem with communication is the illusion that it has occurred.

--George Bernard Shaw

### How to Get Your Message Through



Jack Welch, Chairman and CEO of General Electric between 1981 and 2001

Simplicity, consistency, and repetition—
that's how you get through.
It's a steady continuum that
finally reaches a critical mass..

Insecure managers create complexity....
Real leaders don't need clutter.
People must have the self-confidence to be clear, precise,
to be sure everyone understands.

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### Thanks for Attending

# One Extra: Handle Resistance/Conflict Tactfully

- Absorb completely what is said and felt
- Ask to hear more
- Acknowledge what is said and felt
- Agree with something
- Appreciate the input
- Add your point of view
- Ask for a response
- Act together to create a win-win outcome