

Communication Strategies for Leadership

High quality communication for top performing teams in the workplace



“The boss drives people; the leader coaches them. The boss depends on authority; the leader on good will. The boss inspires fear; the leader inspires enthusiasm. The boss says I; The leader says WE. The boss fixes the blame for the breakdown; the leader fixes the breakdown. The boss says, GO; the leader says “Lets GO!”

H. Gordon Selfridge

Master the communication challenges of leadership!

Communication is the backbone of leadership and management everywhere. Communicating effectively in many different forms and through different media is often what separates successful leaders from those who fail. Are you as confident as you could be in your ability to build alliances, negotiate difficult situations, generate win-win solutions, prevent communication breakdown and improve the quality of work-life in your organisation? During this training, you will develop an awareness of your own natural communication style and improve your ability to employ high-impact communication strategies that create robust organizations and thriving teams.

Training especially designed for:

- Managers, professionals, current and future leaders.
- Guide group size and programme length: perfect for groups of 8 in 3 days.

Learning objectives:

- Create a compelling vision: apply critical outcome thinking for positive solutions and a change model for short and long-term results.
- Understand the anatomy of effective requests and promises: make agreements (even from a distance) that empower people and get results, using a variety of communication channels.
- Give effective feedback (the “STAR” model): be descriptive, positive, honest, fair and goal-orientated.
- Employ (and recognise) communication patterns (verbal and non-verbal) that encourage clear action and help to successfully achieve desired goals.

Try - Test - Adapt - Apply!

- Work on your own business topics.
- Simulate real-life scenarios using role-play.
- Experiment with techniques and approaches that give you more choice and flexibility.
- Analyse your own natural communication style by seeing yourself in action on video.
- Receive feedback from your peers and your coach.
- Experiment and apply useful tools out of the training box.
- Track your progress using the “Learning Log” and adapt to optimise individual performance.

A participant’s perspective:

“I learned new things and refreshed many topics. It is good to step back like this from daily issues. I could even prepare projects to implement live in my work soon after the training.”