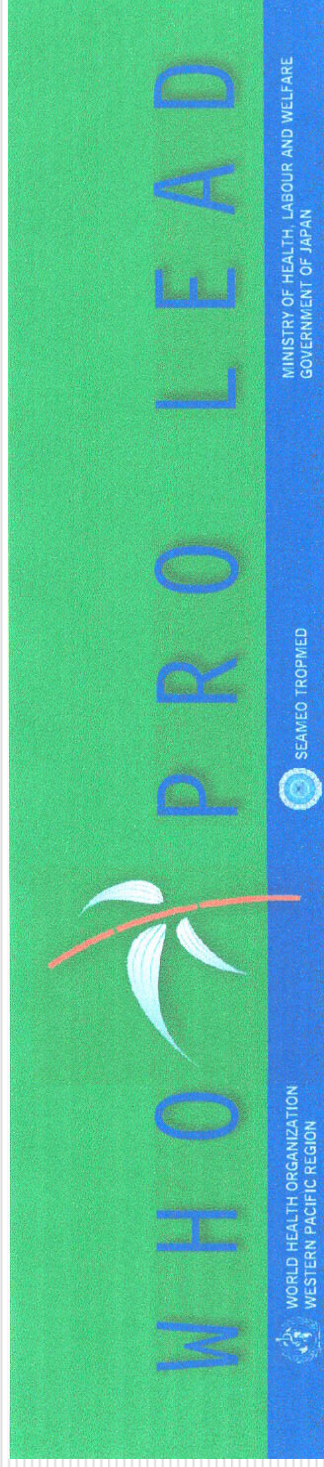


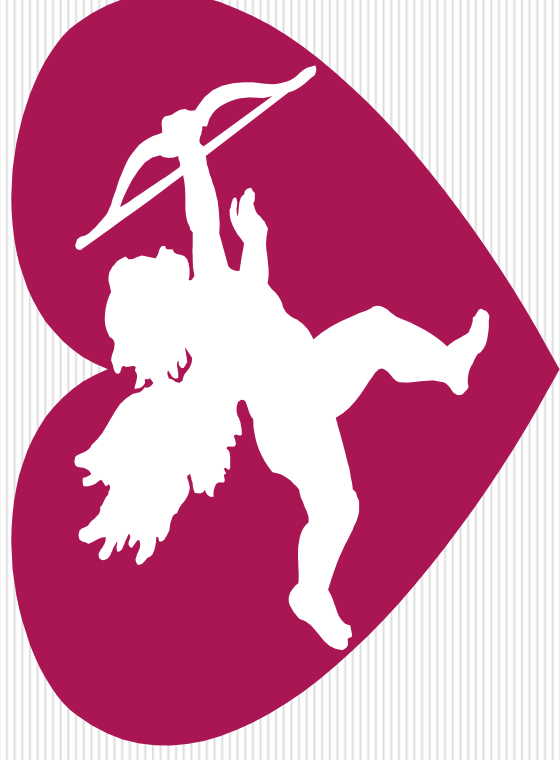
Effective Communication



www.prolead.org



Communication is the heart of human interaction



Purpose of communication

To make people

ACT

CHANGE

ADOPT and

ACHIEVE

DESIRED RESULTS



Communication is intentional !!!

Highly planned communications
are power communications



Positive Communication Styles

- Leaders use four categories of words

Realistic

Optimistic

Activity

Certainty

Charisma – human/nonverbal expressiveness



Leaders enlist others in a vision through effective communication

- Identify your constituents/customers so that you can “speak” their language
- Find a common ground

LEADERSHIP IS A DIALOGUE



□ Develop your interpersonal competence

- fact/feeling component
- should be able to describe the feeling
- interpersonal skills e.g. paraphrasing, summarizing, admitting mistakes, respond non-defensively, ask for clarifications, solicit differing views



□ Breathe life into your vision

- enrich language with stories, analogies, examples
- use whatever will best help your audience to hear, taste, smell, see and touch what you are communicating
(your vision)



□ Speak positively

- Don't say "try" use "will" and "are"
- Recognize hard work but don't dwell on it
- You let people know that you have
confidence in their ability to succeed
- Enthusiasm and emotions are infective

Let yours show



**LEADERS DON'T REPORT THE NEWS
THEY MAKE IT!!!**

**LEADERS ARE POSSIBILITY THINKERS
NOT PROBABILITY THINKERS**



□ Speak from the heart

Believe in what you're saying genuinely

If we don't believe in the messenger,
we won't believe the message

Source Credibility

Trustworthiness, dynamism, expertise



- Listen first and often

The key to effective communication
is effective listening!!

Listen to learn. Learn to listen

ratio between the number
of ears and mouth



Outline for Effective Presentation

- Opening
 - Introduction
 - Preview sentence
- Body
 - Main ideas
- Conclusion
 - Review sentence
 - conclusion



Three V's of effective presentations

- Verbal (what to say) 7%
- Vocal (how you sound) 38%
- Visual (how you appear) 55%



Effective presentation checklist

- Be relevant
- Be a problem-solver
- Be concise
- Be clear
- Be consistent
- Be visual
- Be specific
- Be enthusiastic

