



COMMUNICATION IS ESSENTIAL FOR LEADERSHIP

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SUB: BUSINESS MANAGEMENT

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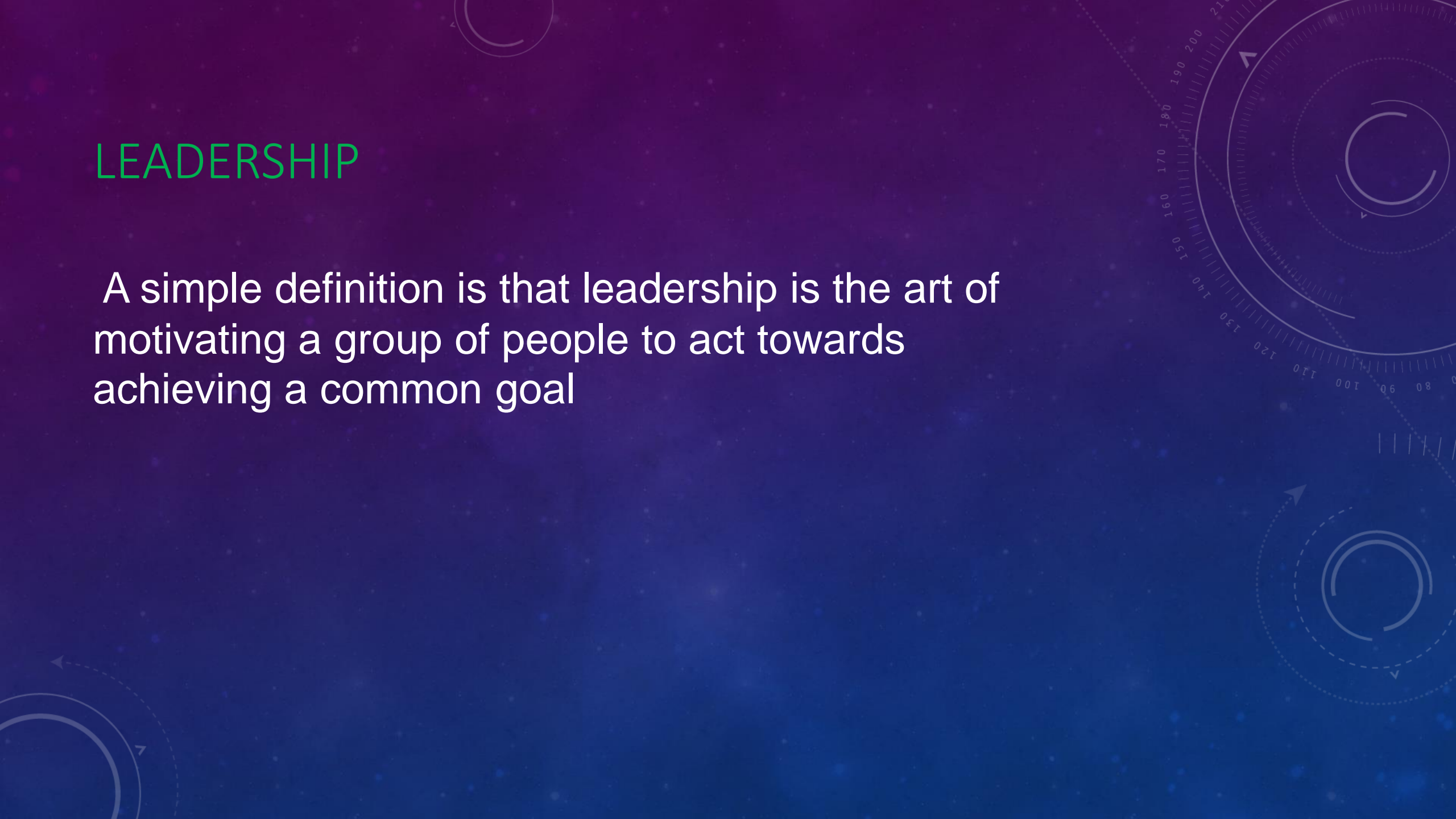
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COMMUNICATION

Act of conveying intended meanings from one entity or group to another through the use of mutually understood signs and rules

LEADERSHIP

A simple definition is that leadership is the art of motivating a group of people to act towards achieving a common goal



COMMUNICATION AND LEADERSHIP

Developing excellence communication skill is absolutely essential to effective leadership

A leader must be able to share knowledge and ideas, to transmit a sense of urgency and enthusiasm to others.

If a leader can't get a message across clearly and motivate others to act on it then having a message doesn't even matter

- In fact, it's essential for effective leadership. When you see it practiced well, it's inspiring, engaging, and connects people to people and people to new ideas
- communication that is clear, direct, and transparent builds trust, respect, and a collaborative team climate. It impacts our relationships, our productivity, and our effectiveness as leaders.
- The research in Critical Leadership Skills, Key Traits That Can Make or Break Today's Leaders, shows "the ability to communicate appropriately is an essential component for effective leadership."
- One study shows that "43% of respondents identified communication skills as the most critical skill set, while 41% identified the inappropriate use of communication as the number one mistake leaders make."

- Appropriate communication relates to:

Communicating the right amount of information (not over nor under communicating),

Communicating clearly with regards to company vision, direction, goals, roles, and individual expectations,

Seeking clarity through active listening,

Listening to feedback and alternative viewpoints, and

Providing feedback (praise and redirection).

When we under-communicate, others will fill in the blanks with their own story, and much of the time, it isn't a positive one.

Views of Some Leaders for Communication

- “No matter how powerful your message may be or how competent you are, if you can’t clearly communicate to your team, customers, and audience, you will never reach your maximum level of leadership success.”

Major General (Retired) Steven Hashem



Views of Some Leaders for Communication



Effective communication is THE key to leadership.

Tom Peters

Bill Gates said that if he was down to his last dollar he will spend it on communication with his stakeholders.



Views of Some Leaders for Communication

- Communication is fundamental to start leadership If I got chance to start over again , I would go back to school and learn to become a better communicator. This is paramount to getting anything accomplished and I would have definitely been a much better leader.

Gerald Rudolph Ford jr-38 th

US President 1974 to 1977



Views of Some Leaders for Communication



- The art of communication is the language of leadership

James Humes

3 TIPS ON LEADERSHIP AND EFFECTIVE COMMUNICATION

1. Begin with end in the mind
2. Listen Listen Listen
3. Actively Seek Feedback

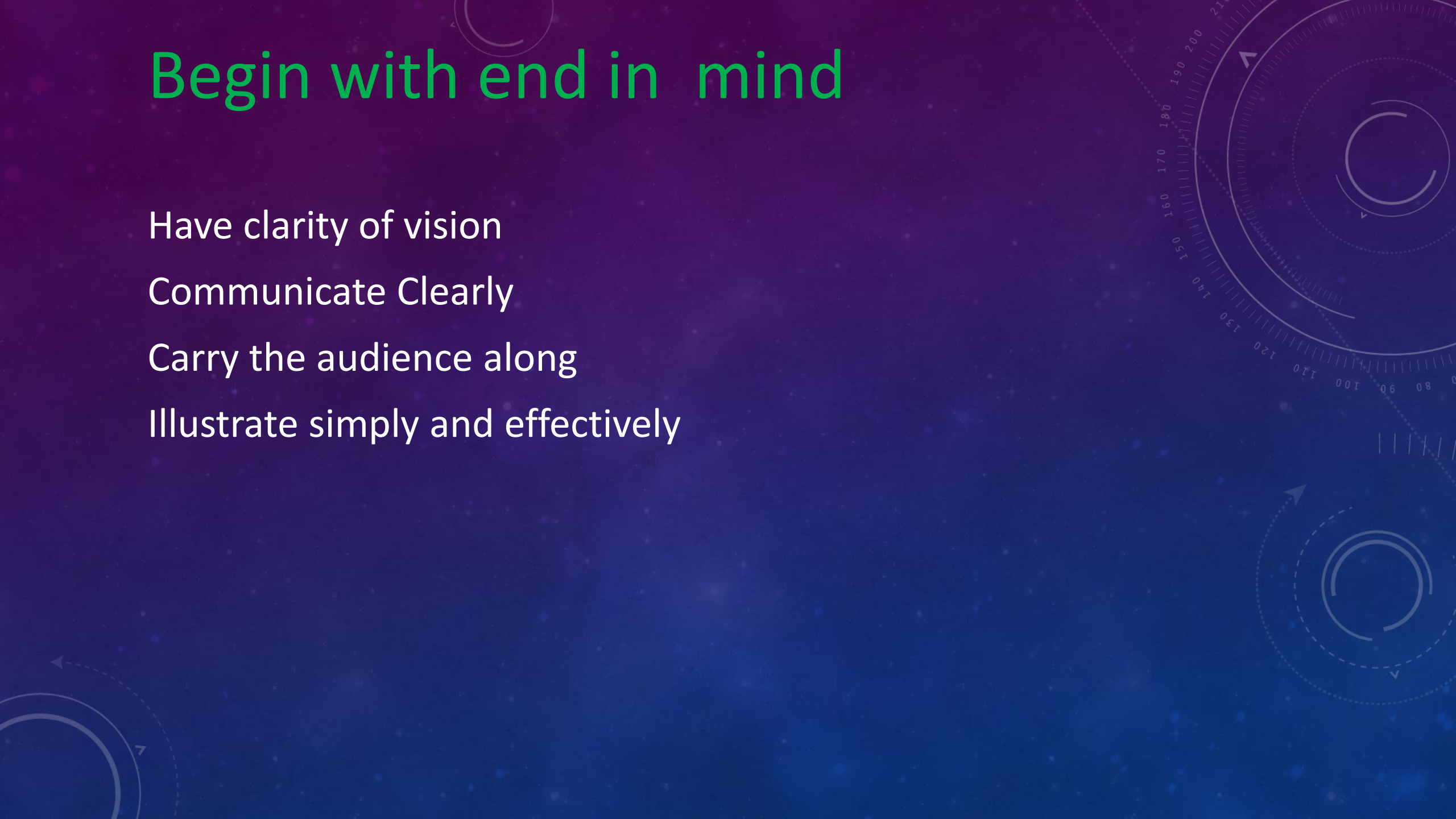
Begin with end in mind

Have clarity of vision

Communicate Clearly

Carry the audience along

Illustrate simply and effectively



LISTENING

When you listen , you get total commitment from the people you lead .Listening is an essential part of communication.Your people will learn to trust you

You transmit trust and respect by listening.
Listening also transmits the fact that you care.

Actively Seek Feedback

Great leaders are made not born.

To develop great leadership skills ,leaders need to learn how to become better listeners, how to accept critical feedback in a constructive way ,and how act on this feedback for self improvement and team motivation

SOURCES OF INFORMATION

* WWW.VISCARCCAPACITY.COM

* WWW.BUSINESSDNA.CO.ZA

