

# The Voice of Leadership: How Leaders Inspire, Influence, and Achieve Results

**LENGTH:** 1 day

**No matter how compelling the vision or how brilliant the strategy, without leadership communication there is no execution.**

Developing leadership communication skills is the difference between being a manager and a leader. Find your leadership voice, and learn to use it to motivate and inspire your team.

It's a fact of organizational life: Leadership communication goes hand-in-hand with success, and the effective application of this skill is particularly essential in an uncertain economy when painful business decisions are made daily.

This fast-paced, results-oriented seminar is uniquely designed to strengthen your leadership communication skills. You'll learn practical techniques to shape your leadership messages, hone an authentic leadership voice, and engage in powerful conversations that achieve results.

## What You'll Learn

- Improve your leadership communication skills
- Build greater buy-in, trust, and loyalty
- Demonstrate grace under fire and defuse tension
- Overcome resistance to change
- Motivate followers and inspire them to action
- Rally support in difficult situations

## Who Needs to Attend

Experienced managers and executives and anyone who aspires to a leadership position or who is expected to provide leadership

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## Course Outline

### 1. The Voices of Effective Leaders Past and Present

- Leadership defined
  - Voice of leadership
  - Typical situations requiring leadership and how well you use the language of leadership in these situations
  - Five traits of effective leaders as communicators and how well you demonstrate those traits
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## **2. Finding Your Leadership Voice**

- How to find your true voice as a leader
- Several leadership styles and your dominant style
- How and when to adopt each style

## **3. Crafting Compelling Messages That Inspire Action and Produce Results**

### **4. Setting the Stage for Powerful Communication**

- Pick the right forum and create a winning setting for your key messages
- Overcome stage fright and communication anxiety

### **5. Getting the Attention and Understanding of Those You Wish to Lead**

- Get the genuine attention of followers
- Generate presence and charisma that command respect
- Send clear messages that maximize audience understanding
- Tell stories that captivate audiences and drive home your message

### **6. Setting the Direction You Want Others to Travel**

- Communicate a clear mission and inspiring vision and values
- Give instructions and delegate authority in ways that prompt others to take responsibility

### **7. Influencing and Inspiring Others into Action**

- Factors that demotivate people
- Light a fire in the hearts of others
- Nine different influence strategies
- Get others to accept, endorse, and advance your agenda
- Overcome resistance and initiate change

## **8. Coaching, Counseling, and Mentoring for Improved Performance**

- Stimulate and guide authentic coaching, counseling, and mentoring sessions
- Apply the appreciative-inquiry technique to facilitate improvement
- Listen to and deeply understand others
- Provide positive feedback and constructive criticism

## **9. Addressing Tough and Touchy Topics in Ways That Defuse Tension**

- Discuss the "undiscussables" and other sensitive issues
  - Deliver bad news and unpopular change in ways that win acceptance
  - Handle conflict and hostile disputes
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