



5

Ways to
Enhance
Leadership
Communication

The Role of **Communication in Leadership**

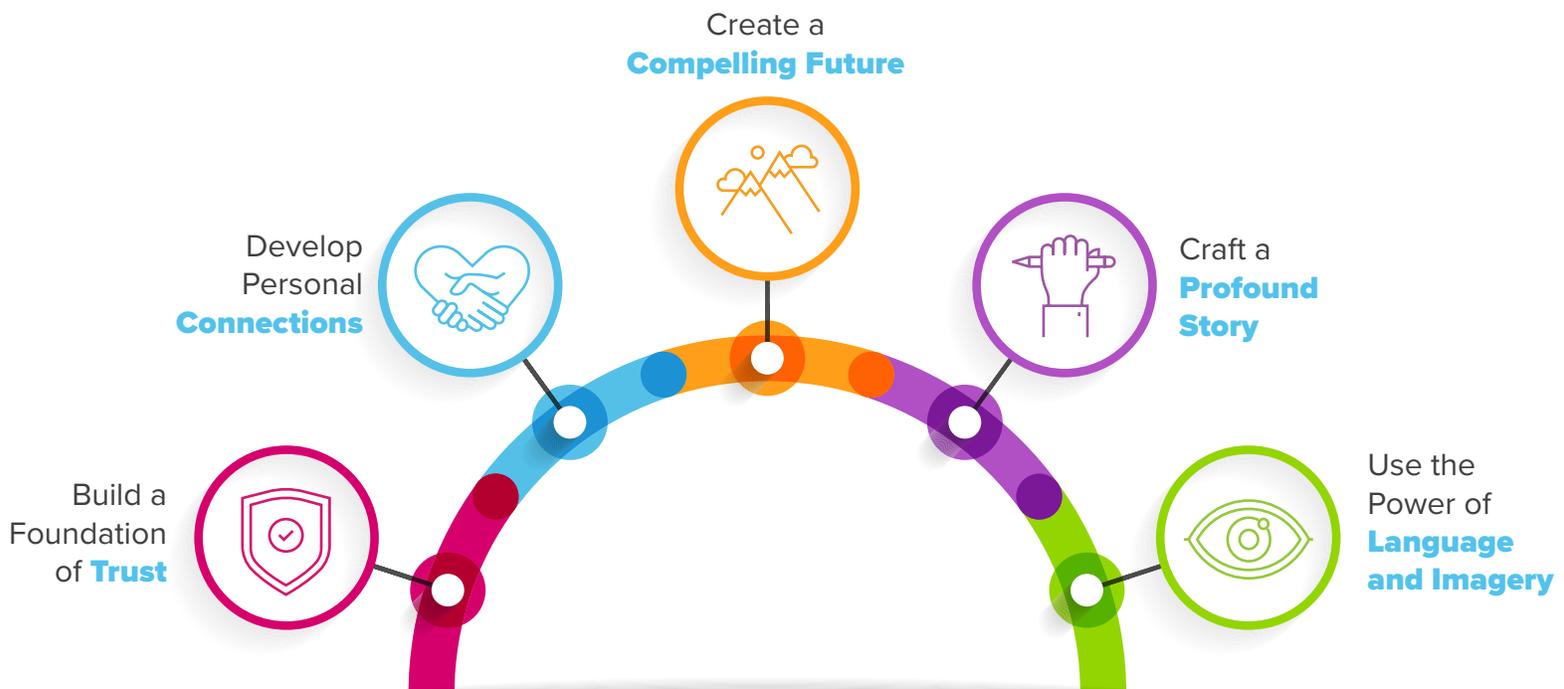
Effective communication is not simply another leadership competency. It is the very heart of leadership and permeates everything the leader does.

When great leaders speak, things happen! People become engaged. Teams take action. Customers are served. Problems are solved and products are developed. This is the power of a leader's communication. Fortunately, great communication is an observable and learnable set of practices within the reach of all leaders.



5 Ways to Enhance Leadership Communication

Leaders at all organizational levels can significantly increase their communication effectiveness by adopting the universal, powerful practices that have been employed by great leaders in organizations of all kinds.



Build a Foundation of **Trust**

Without having a foundation of trust, people will choose to not listen to someone. Great leaders are known for their faithfulness to their core principles. When they speak, their principles are evident, and all communication flows from these principles. It is by being clear on these principles that leaders earn a reputation for consistency, authenticity, and integrity.

How to Build Trust



Demonstrate credibility



Provide reliability



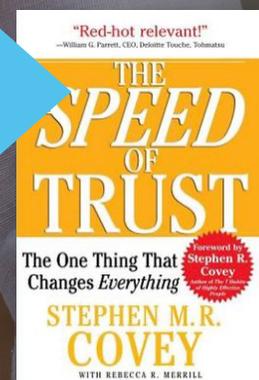
Exhibit confidentiality

What to Try This Week:

This week, choose one person whom you'd like to develop more trust with and reflect on these questions:

1. What actions can you take going forward?
2. What can you do to incorporate trust-building habits into your relationship?
3. How can you demonstrate you're working from a place of good intention?

Read This:



Develop Personal Connections

No matter how articulate and inspiring you are, your words will fall short if you are unable to make a personal connection with others. If you want others to respond to your communication, you need to tell people who you really are. When we neglect to share ourselves, we neglect the most important element people use in deciding whether to listen to, respond to or act on our communication.

What to Try This Week:

Every day this week, intentionally seek out opportunities to talk about what's most important to you personally (passions, dreams, fears, etc.)

1. What did you speak about?
2. What was the reaction of others?
3. What did you learn about your ability to build connections with others?

Read This:



How to Develop Connections



Speak to the highest values shared with others, such as service, creativity, honor, family, and achievement



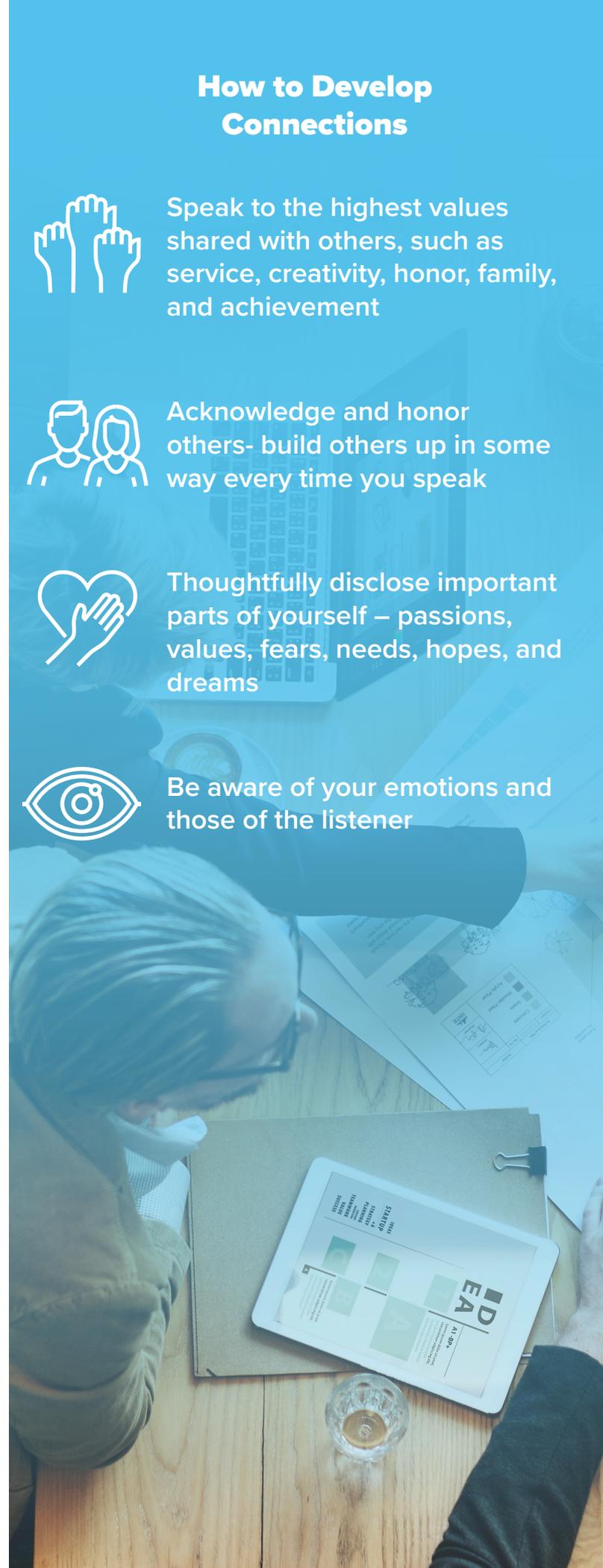
Acknowledge and honor others- build others up in some way every time you speak



Thoughtfully disclose important parts of yourself – passions, values, fears, needs, hopes, and dreams



Be aware of your emotions and those of the listener



Create a Compelling **Future**

To lead means painting a picture of the future's potential and inviting others to join in creating this future. Great leaders are historians, visionaries, and pioneers all wrapped in one person. They look at the organization from the vantage point of history while drawing others into the future. They do this by honoring the past, illuminating the present, and inviting others to help create the future.

How to Create the Future



Articulate a better tomorrow



Invite others to invest in and co-create the organization's future



Describe, in as much detail as possible, the path forward



Constantly proclaim the reasons to believe

What to Try This Week:

In collaboration with your team, craft a one-page document that will serve as a guide to the future. Consider the following questions:

1. Where have we been? (How can I honor the past? What needs to be carried forward and what needs to be left behind?)
2. Where are we today? (What are the current harsh realities? What is currently getting in our way? What are our most valuable resources? What will be most valuable as we move forward?)
3. Where are we going? (What does the future look like? What is the path forward? What starring roles are available for each team member?)



**Read
This:**

MICHAEL HYATT
BY WALL STREET JOURNAL AND
NEW YORK TIMES BESTSELLING AUTHOR

**THE
VISION
DRIVEN
LEADER**

10 QUESTIONS TO FOCUS
YOUR EFFORTS, ENERGIZE YOUR TEAM,
AND SCALE YOUR BUSINESS

Craft a Profound Story

Profound stories exist within all organizations – and every time they are told, they allow the listeners to connect at a deeper level with the organization and with the speaker. Leaders bring the organization’s work to life and create purpose through crafting stories.

What to Try This Week:

1. Stories bring plans and objectives to life. Think about your team’s primary mission. Craft a grand epic that brings your team’s mission to life. Make it rich in imagery, detail, color, and character. Find a suitable opportunity to share this with your team.
2. Stories awaken the best parts of others. Each day, find an opportunity to publicly share a story when one of your team members was at his or her very best.

How to Craft a Story



Develop a plan for an ever-growing, epic-sized story



Ensure that every communication, every day, advances the story

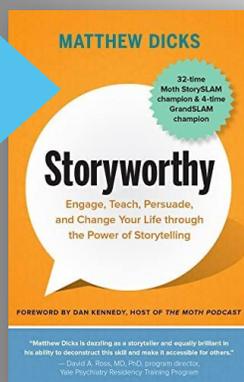


Continually invite others to co-create the story



Find starring roles for everyone

Read This:



Use the Power of Language and Imagery

Cultivate Leadership Language

When was the last time that you really paid attention to the words that you chose to use? Great leaders speak differently than most others. They use words that are more provocative, engaging, encouraging, edgy, and personal. Leaders ask others to assume personal responsibility, and their language conveys a strong sense of their accountability.

How to Cultivate Language



Select language that is pointed, personal, and conveys deep meaning



Use language to increase clarity and align others



Choose words that illuminate the truth and reflect your core values



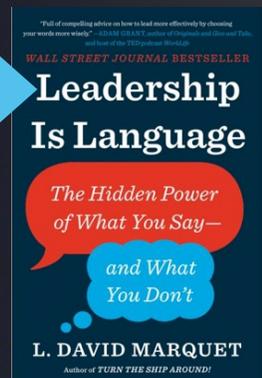
Always emphasize your accountability

What to Try This Week:

1. Reflect on the words that you routinely use. Is your language the language of leaders? Do you use language that conveys personal accountability?
2. Listen for the language others use that causes you to take notice.
3. Experiment with strong and colorful words that you typically don't use. Note the impact these words have on others.



Read This:



Use the Power of Language and Imagery Practice the Art of Using **Imagery**

When you seek to influence your team towards a course of action, think about a compelling metaphor that will inspire buy-in and action. How can you add color to your communication? Explaining intangible, abstract concepts or instructions can be challenging. Leaders can be more effective in their communication by comparing complex to something tangible and familiar. Simple metaphors make the most impact in getting a message across.

What to Try This Week:

Think about a challenging situation that you face. View the situation through the lens as if you were in a movie.

- How can you view your behavior and decisions objectively?
- What behaviors would you “replay” and direct in a more meaningful and impactful way?
- What outcome would you change in the movie?

**Read
This:**



How to Use Imagery



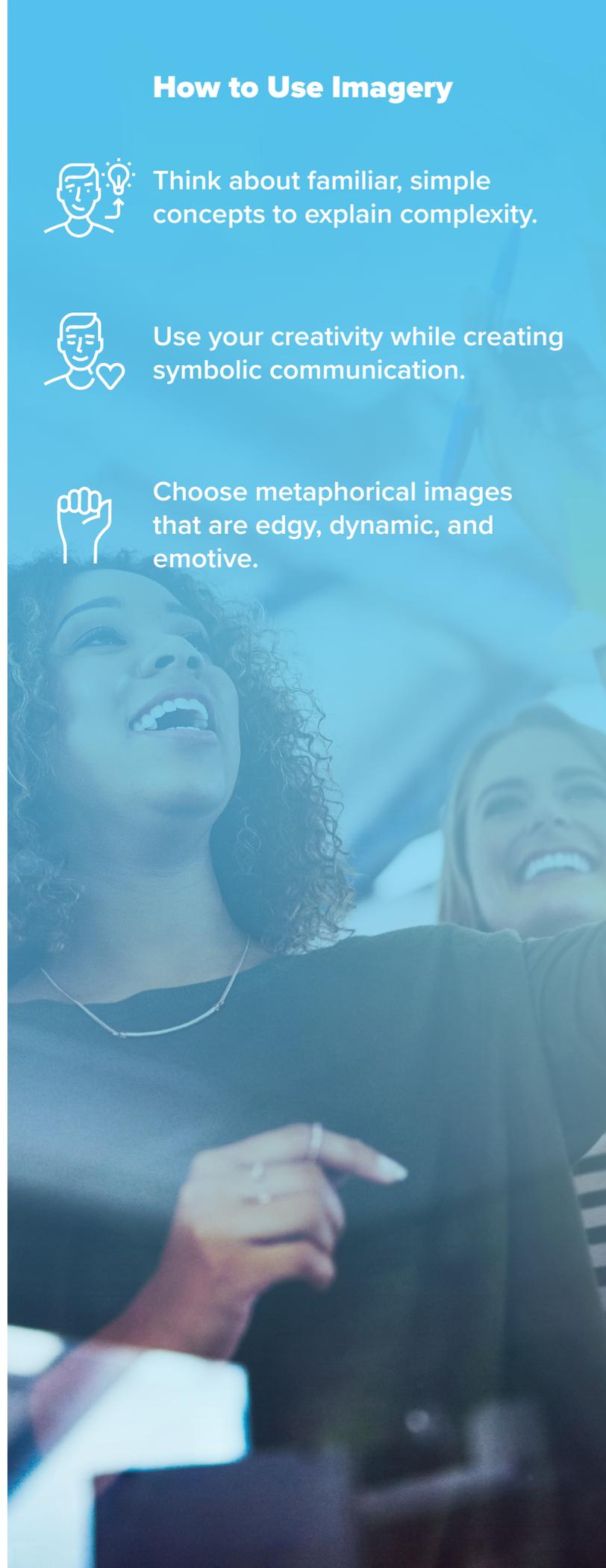
Think about familiar, simple concepts to explain complexity.



Use your creativity while creating symbolic communication.



Choose metaphorical images that are edgy, dynamic, and emotive.



The Leader Speaks **Workshop**

Help leaders craft better, more effective communication

Utilizing the five components of effective communication, this experiential workshop provides participants with the theory, application, practice, and feedback necessary to significantly accelerate their communication effectiveness.

Leaders will walk away with the ability to:

1. Create an effective ongoing communication plan for their teams
2. Communicate more effectively in large groups, teams, and one-on-one situations
3. Lead with a strong sense of clarity and purpose
4. Increase their leadership power by weaving both organizational values and personal principles throughout communications
5. Overcome the natural anxieties and apprehensions associated with speaking in front of groups



You can learn more about the workshop [here](#).

About **Bluepoint**

For over 25 years, Bluepoint has worked with organizations of all shapes and sizes, at all levels, to build better leaders—leaders who will have an impact today and build a talent pipeline for tomorrow. Learn about our [leadership development and coaching solutions](#).