

Talk Like a Leader

Course Overview

How You Will Benefit

The average person speaks up to 16,000 words per day. Are your words meaningful or meaningless? A PBS Benchmark study based on the following statements indicates just how much better best-of-the-best organizations compare when it comes to communication:

“Communication flows effectively from upper management to employees.” The best-of-the-best exceeded the benchmark by 13 percent.

“When good or bad things happen at my company, employees hear about it in a timely manner.” The best-of-the-best exceeded the benchmark by 17 percent.

“My supervisor/manager keeps us informed about our organization’s plans.” The best-of-the-best exceeded the benchmark by 14 percent.

“Managers and supervisors in my organization seek the opinions and thoughts of the employees who work here.” The best-of-the-best exceeded the benchmark by 16 percent.

“I am clear on my organization’s goal and future direction.” The best-of-the-best exceeded the benchmark by 15 percent.

Clearly, the best-of-the-best organizations excel at communicating with their employees. But how do you know which messages are most important for leaders to communicate? There are a multitude of specific messages to communicate but they can be organized into four general categories:

1. “I have a vision for the organization.”
2. “I have the skills to carry out that vision.”
3. “I know and care about you.”
4. “I want to help you.”

Course Objectives

- Discover key communication phrases that express your vision and competence.
- Learn key communication phrases that reinforce your relationships and support of others.
- Explore ways to demonstrate accountability and insist on it in others.
- Learn how to deliver constructive criticism effectively.
- Understand how to show appreciation and offer meaningful praise to others.

Key Topics Covered

This course will empower you to do the following:

- Inspire enthusiasm in employees by expressing passion, using inclusive phrases, indicating personal benefits, and showing support.
- Increase productivity and concentration by connecting individual performance with company progress and demonstrating credibility.
- Minimize miscommunication and delays in productivity by speaking and acting decisively.
- Communicate bad news in a way that reduces the chance for negative backlash and encourages understanding.
- Encourage company progression by taking accountability for your actions and asking probing questions.
- Improve working relationships and mutual respect by remaining attentive to employees’ personal circumstances, building trust, and showing sincerity.

What the Course Offers

- Interactive learning setting
- Opportunity to apply the concepts in a risk-free environment
- Thorough set of materials: Instructor Guide, Participant Guide, classroom PowerPoint presentation, and one-page Learning Summary

Registration Information

Participant name: _____

Department: _____

Position: _____

Email: _____

Phone number: _____

Please return this form to: