

COMMUNICATION IN LEADERSHIP



Presented by;
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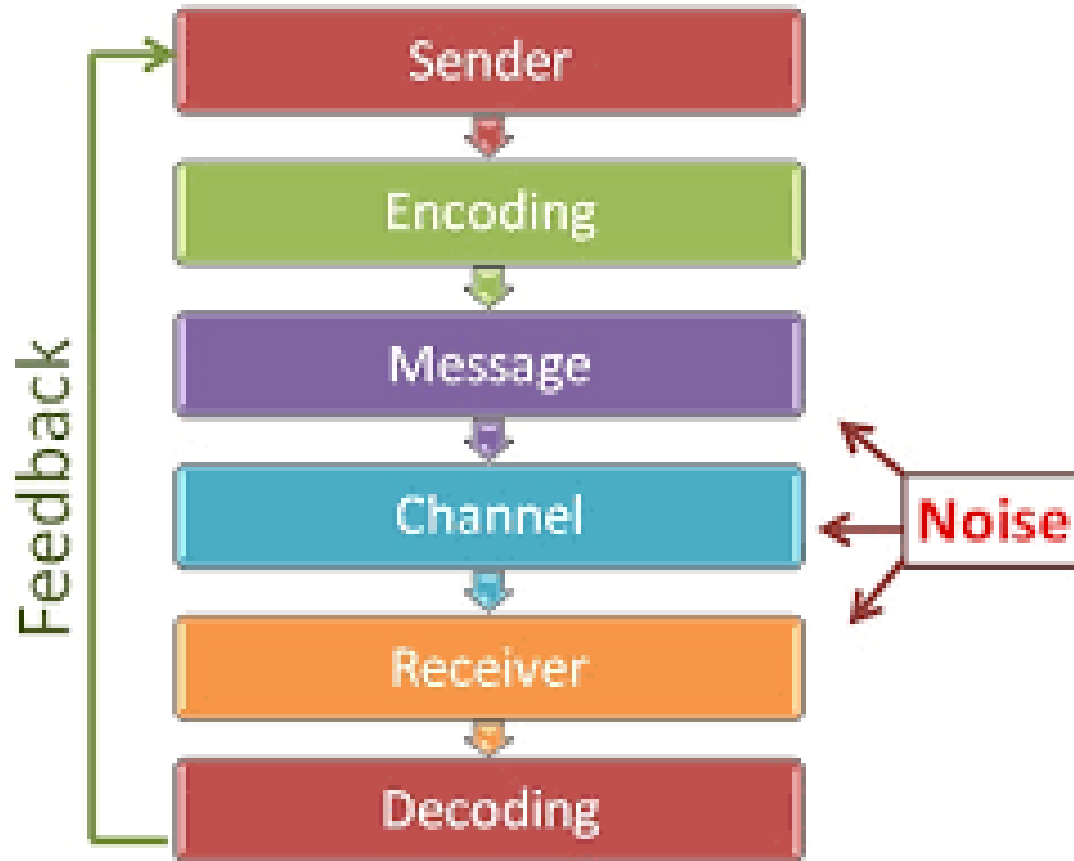
Agenda

- 01 Communication
- 02 Leadership
- 03 Communication in leadership
- 04 Communication elements



Communication

Communication is the exchange and flow of information and ideas from one person to another.



- ✓ Ensure Clarity
- ✓ Avoid unnecessary mediums (broken telephone analogy). Sending a message through many people may distort it before it gets to the recipient.
- ✓ Simplicity, avoid jargons.



Communication

Broken telephone analogy

You're in a circle and a facilitator makes a fairly uncomplicated statement to a designated first person. The first person whispers that statement into the next person's ear, and so on around the circle. By the time that statement returns to the first person, it's no longer the original statement.

How does this happen, why does it happen so often, sometimes with devastating consequences, and how do we fix it?

Leadership & Communication

‘A leader is a matter of influence’

‘If you can’t communicate, don’t try to lead’

Leadership is the art of motivating and influencing a group of people to act toward achieving a common objective. You need to communicate the goal and objectives clearly.

A leader should allow two-way communication:

- i. Getting feedback to better the next communication.
- ii. Appreciate different perspectives from the stakeholders

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Leadership & Informal communication

Make sure that you portray quality informal communication e.g. general way of doing things

Don't just tell me.
SHOW ME.





Communication attributes of a leader

Good Listeners **NOT HEARERS**

Confident when communicating- by mastering your content

Competence-when people believe in your competence in a certain area they tend to be keen to a leaders' voice. Competency may overshadow any weakness in communication.

Exemplary character- some communication are better 'lived' e.g. trust & integrity



Effective Communication

Effective communication occurs when we:

- a. Communicate respectfully.
- b. Actively listen and do not interrupt.
- c. Set aside biases and pre-conceived notions.
- d. Seek to understand and be understood.
- e. Check regularly for understanding e.g. checking on performance, testing etc



Communication in leadership

It's what you say, how you say it that matters e.g. A seasoned NO is better than many YES..... Tell me as it is but in a seasoned manner

Leaders should share information throughout the organization and across all levels.

NB; prolife your team and share information on a 'Need to know basis'



Communication to motivate

The greatest leaders are able to motivate and encourage others to work toward a common goal therefore a need to sharpen their communication skills. Use a voice and words that appeal for action.

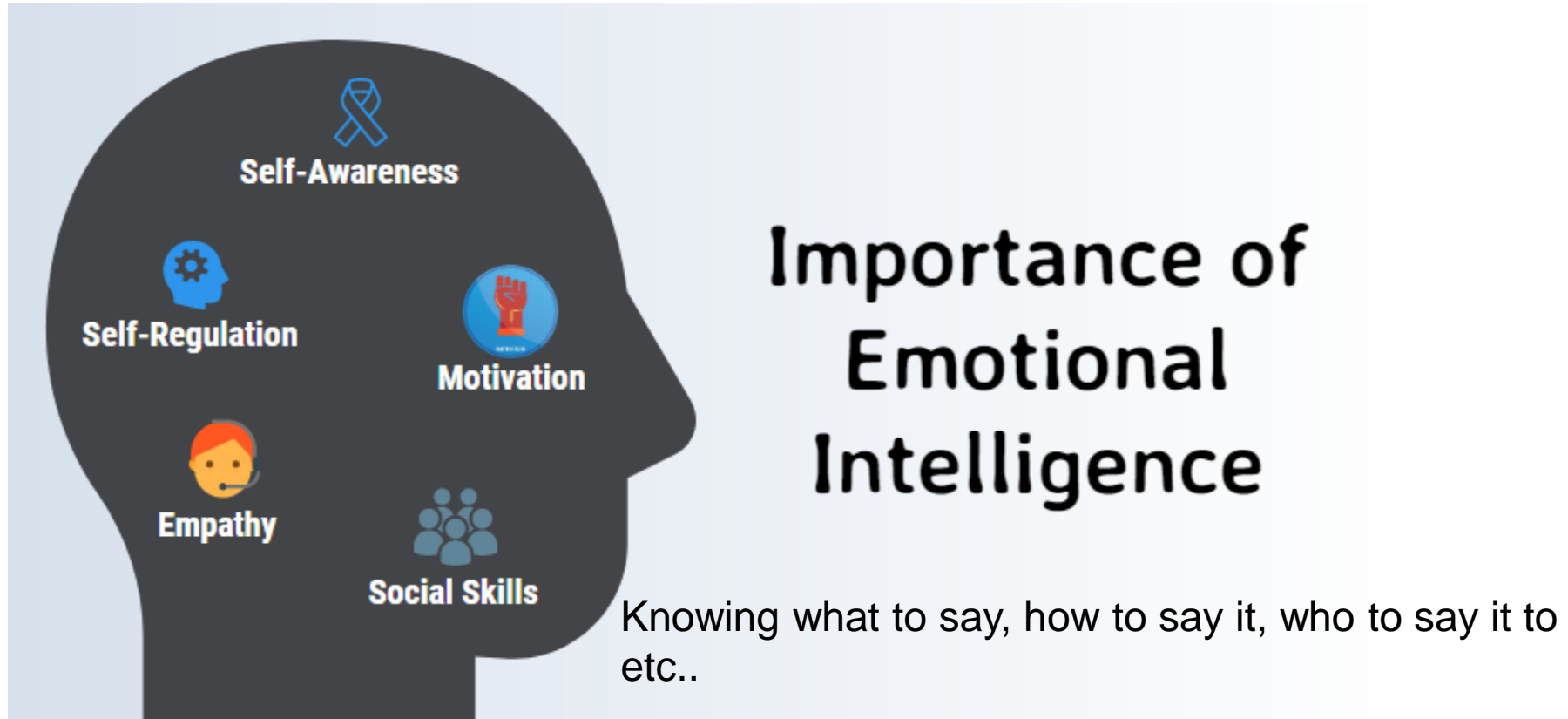
Tailor words to the level and the needs of the stakeholder e.g. communication to a junior employee may differ from that intended for a manager etc.



Communicating critical information

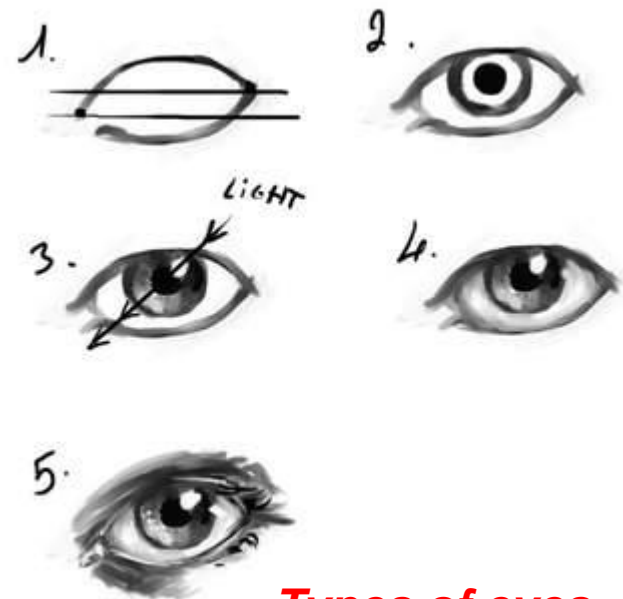
- a. Consider using multi-media communication to reach out to diverse stakeholders e.g. e-mail, posters, memos
- b. Ensure consistency in the different media e.g. format, wording and the spirit of the communicate'
- c. Brief the message adequately should you wish to be represented

Emotional Intelligence



Empathy

“standing in the shoes” of another person and attempting to see the world from that person’s point of view.



Types of eyes

Other communication elements

a. Open-minded to others views

**Better is open rebuke
than hidden love.**

b. Tonal variation





Essence of communication

The essence of communication is to create understanding. In the case of the leader, understanding of the vision, the values and the strategic direction of the organization. By combining words with their character and understanding of the needs of a group, the leader must inform, excite, motivate and build trust with the stakeholders to behave in ways that will ensure sustained business success. Leadership messages portray significance and consistency.

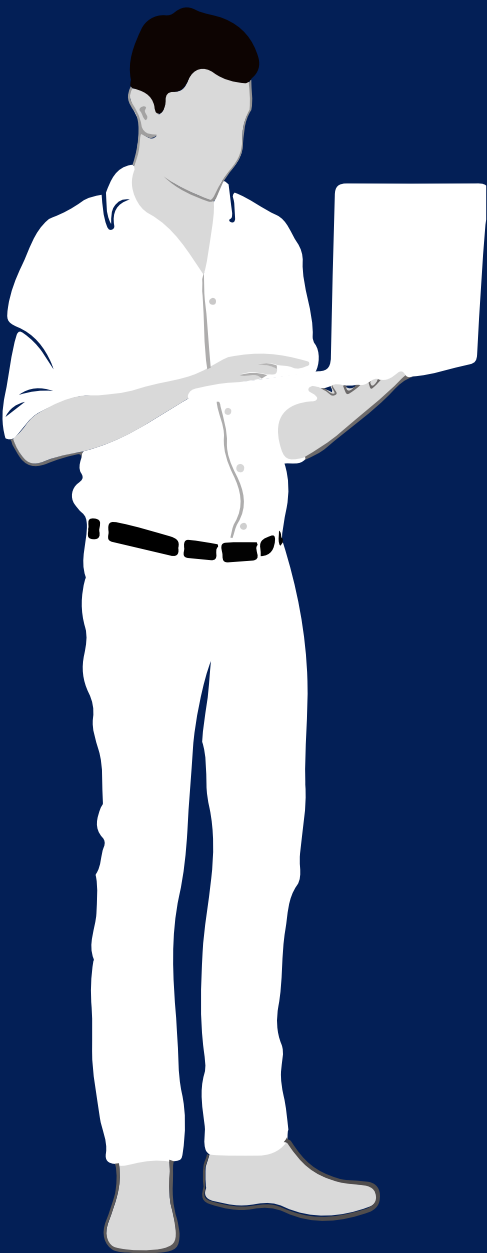
Leaders must communicate direction and focusing everyone on the same goal which enables the leader and the group members to work together because they have the same understanding of the issues and know how to implement on them to achieve success



Communication Blunders



<https://www.youtube.com/watch?v=rUTPHmbDifg>



Thank You

Q&A

Contacts

A hand is holding a black smartphone. The screen is white and displays the phone number +254 726 241095 in black text.

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