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# 12 MASTERFUL COMMUNICATION TIPS TO BE A GREAT LEADER

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# Sabrina Braham's 12 Masterful Communications Tips To Be A Great Leader

What do great leaders have in common: they are masters of good communication. If you want to be successful in your present position and you are targeting your next promotion these 12 tips are guaranteed to help you.

If you become highly skilled at communication, you will join a small percentage of really a good leaders. Unfortunately, many leaders never take the time and effort to become effective Communicators.

## Poor Communication: The Root Cause of Failure

Poor communication is the root cause of failure for teams, companies and even getting promoted. The cost of poor communication at work include:

- ✓ Absenteeism
- ✓ Poor Employee Engagement
- ✓ Litigation Costs
- ✓ Hurts Brand
- ✓ Employee Turnover
- ✓ Injuries
- ✓ Profits of The Company
- ✓ Poor Customer Service

## Shocking Statistics: Bad & Good Communications at Work

**46% Don't know what to do:** Forty-six percent of employees rarely or never leave a meeting knowing what they're supposed to do next (*Thermal Corporation*).

**Workplace Failures:** 86% of employees blame lack of good communication and collaboration for workplace failures (*Fierce Inc.*).

**Misleading & untruthful:** Less than half of the survey respondents said that their organizations discuss issues truthfully and effectively (*Salesforce*).

**Valuation increased 30%:** Top communicating companies experiencing some 30% higher market valuation compared with their poorer communicating" cousins. *Watson, Wyatt & Company*

## The Good News of Good Communication

- ✓ Resolves Problems
- ✓ Unites Teams
- ✓ Improves Employee Engagement
- ✓ Increase Efficiency
- ✓ Improves Collaboration
- ✓ Improve Profits
- ✓ Increase Valuation
- ✓ Better Customer Service
- ✓ Breakthrough Innovation
- ✓ Employee Retention

The tips on the next two pages will help you to increase your influence, success and the employee engagement at your company.

### How to Get Started

I have designed this so you can download the 12 tips to post on your wall or bulletin board. look at it daily to remind you (and your team) of the communication skills that you can continually improve to get promoted, become a better leader or engage team members.

Look at the 12 Masterful Communication Tips often and ask yourself where you can improve.

### Additional Communication Resources

[Diana Booher: Effective Leadership Skills to Communicate Like a Leader](#) (Podcast)

[The 5 Minute Secret to feedback For Results](#) (Blog Post)

[Terry Pearce: How to Develop Communication Skills For Women Leaders](#) (Podcast)

## 1. SET YOUR INTENTION

- ✓ What is the outcome you want from this communication?
- ✓ How do you want others to feel, i.e. motivated, inspired, or excited?
- ✓ What action do you want them to take?

## 2. LISTEN AND BE PRESENT

- ✓ Be present: that means pay attention.
- ✓ Come with an open mind.
- ✓ Don't assume they think like you do.

## 3. NOTICE BODY LANGUAGE

- ✓ What are the non-verbal cues you are getting from the person you are talking with?
- ✓ Pay attention to your body language; posture, facial expressions and tone of voice.

## 4. CLARIFY THE CONVERSATION

- ✓ Stop assuming you know what someone means.
- ✓ Pay attention to the problem or concern behind their questions or comments.
- ✓ Ask for clarification.
- ✓ Learn to respond with empathy.

## 5. ASK FOR FEEDBACK

- ✓ One of the differences between being a great leader and a mediocre leader is asking for feedback.
- ✓ Say thank you and then take action to change your behavior.

## 6. SOLICIT OTHERS OPINIONS

- ✓ Build a safe experience for people to share contrary or opposing views. This will help you keep current on the morale of the team, increase collaboration and build trust.

## 7. BE BRIEF & SHARE THE WHY

- ✓ When you have an important communication, for maximum impact, keep it brief. Plan & prepare your main points, edit out unneeded verbiage & rehearse.
- ✓ Share why I/we are doing this helps people get more engaged with directives and request

## 8. COMMIT TO GREAT COMMUNICATION

- ✓ Notice gaps in directions, execution & outcomes. Have a method to review, regroup, and recalibrate to consistently improve.

## 9. SPEAK 'WITH' AND 'NOT TO' PEOPLE

- ✓ Whether you are speaking to a group or individual, talk to them as if you care about them and you are having a conversation, not a lecture.

## 10. DEVELOP RAPPORT

- ✓ Understand feelings, ideas, and communication. Seek mutual understanding and trust. This is one of the key traits of great leaders.

## 11. BUILD RELATIONSHIPS

- ✓ Everyone has a story, ask people about their lives and work.
- ✓ Follow-up: ask people how they are doing with a project, an issue, or a family story they had shared with you in an earlier conversation.

## 12. BE POSITIVE IN YOUR WORDS AND ACTIONS

- ✓ To decrease defensiveness and increase motivation, avoid being critical and complaining.
- ✓ Be supportive and give doable instructions.