



Competencies that are addressed:

PRIMARY COMPETENCY CATEGORIES:

• **Communication—**
Advances the abilities of individuals and the organizations through active listening supported with meaningful oral and written presentation of information.

RELATED COMPETENCY CATEGORIES:

• **Influence—**
Consistently directs situations and inspires people for an all-win environment.

• **Leadership—**
Drives business results by aligning the vision, mission, and values to enhance business value. Is able to enlist the willing cooperation of others, while tapping into their highest skills and abilities, to achieve desired results.

Communicate to Lead

SUMMARY

Managers and leaders need to be able to communicate effectively in order to engage and connect with others. This requires listening effectively, avoiding filters or biases, rephrasing, and speaking persuasively.

CONTEXT

Exceptional listening skills and the ability to convince others to your way of thinking make the difference between good and great leaders.

Bestselling author and highly respected leadership consultant, Marshall Goldsmith, devotes an entire chapter in his book "What Got You Here Won't Get You There" to the importance of listening skills. He asserts that 80% of our success in learning from other people is based upon how well we listen. He believes that many people regard listening as a passive activity when, in fact, it is a highly active process engaging every muscle in our bodies, particularly the brain.

Pure listening builds trust, credibility, and respect. One reason is because when you fully listen, instead of trying to compose your response, the result is a relevant and on-target response. What you say is proof of how well you listen. In addition to listening skills, a recent survey of Fortune 1000 firms, determined that persuasion skills are one of the top 10 skills managers and leaders need for success. The ability to influence people is regarded as vital to the overall effectiveness of teams and organizations.

At the completion of this module, participants will be able to:

- Create opportunities for feedback to close the communication loop
- Demonstrate effective questioning and listening skills that strengthen relationships
- Consider various forms of communication and their impact

"To be able to ask a question clearly is two-thirds of the way to getting the answer."

—John Ruskin