



COMMUNICATES POWERFULLY DEVELOPMENT GUIDE



Inspires and Motivates

- Make an emotional connection. Look for opportunities to make positive emotional connections with others by expressing appreciation, inquiring about others and showing gratitude.
- Keep focused on the goal. Remind yourself and others of the team goals and the payoff the team will receive. Enlist their help in keeping priorities top of mind. Your focus will be inspiring to others.
- Take the time to listen to others and understand their issues and concerns. Often communications fail because you leaders do not understand the issues and frustrations of others.



Strategic Perspective

- Be current. Keep current and conversant on news and events that affect the organization and talk to others, both inside and outside the company, about important external developments.
- Be the informant. Inform your organization and direct reports about things happening with customers, competitors, and suppliers around the world. Share your perspective on how the organization might respond to the external environment.



Focused on Priorities

- Clarify the future. Create a clear vision of what the future of the organization will be and what priorities are most important. Ask others to share their future vision and priorities so there is agreement.
- Take the long view. Consider the priorities that are most important now and will be essential in the future.
- Check in with others. To ensure that your priorities match with their priorities talk and listen to others about what they think is most important.



Address the Individual

- Understand others needs first. Take the time to understand others needs and concerns. Don't assume they are the same as yours.
- Link job function to the broader business objectives. Help direct reports understand how their work contributes to broader business objectives. When the bigger picture is clear, people understand how their work impacts the success of the organization and will be more receptive to feedback.
- Act as the role model for receiving feedback. Seek feedback from your direct reports and colleagues. This will help you understand how others see things differently.



Building Trust

- Be transparent. Pass on accurate and complete information to your colleagues. Transparency builds trust.
- Consistently deliver on commitments. Record and carefully track the commitments you make to others and make sure you deliver. Often, with no harmful intentions, people forget the commitments they make.

Develop extraordinary leaders in your organization today.
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