

COMMUNICATING AS A LEADER

The words we use with our staff matter and either have an impact or don't. And when we fail to give attention to our communication, we are more likely to say the wrong thing at the wrong time and risk losing employee engagement. Here are some key principles to consider that will help leaders communicate effectively.

1



REMEMBER THAT YOU'RE ALWAYS ON

It's important to understand that you are always communicating. Every interaction you have, word you say, or gesture you make is being listened to and watched by staff.

2



BE YOURSELF

If you are not honest and sincere in your communication, employees will see through it and tune you out. So be sure to drop the "corporate speak" and communicate with your real voice.

3



KEEP IT SIMPLE

Keep your messages short and simple rather than long and convoluted. This increases the likelihood that staff will comprehend what you are saying, and if action is required, they will know how to implement what you are asking them to do.

4



BE DIRECT

Be transparent in your communication. Sugarcoating or withholding information from staff will leave them apprehensive or suspicious, and they will know that you're not being upfront.

5



ALWAYS BE LISTENING

Effective communicators are also good listeners. When you listen well, you gain a clear understanding of how people are feeling and what is needed from leadership.

6



BE INSPIRATIONAL

One of your roles as a leader is to provide inspiration to those around you – especially in times of crisis. That is why it's up to you to rally your team and motivate them to work toward your common purpose.

7



REPEAT YOURSELF

Communication is very prone to becoming distorted. The best counterbalance to this is repeating what you have to say often and using different mediums.