

**American Management Association's
The Voice of Leadership:
How Leaders Inspire, Influence and Achieve Results**

Learning Objectives

- Leverage the Five Principles of Effective Leadership Communication to Get and Hold People's Attention
- Craft Compelling Leadership Messages That Inspire Action and Produce Results
- Communicate Vision, Values, and Strategic Direction with Passion
- Set Operational Direction and Delegate Responsibility in Ways That Get Action
- Inspire People to Do Their Best
- Coach, Counsel, and Mentor Others to Build Their Skills and Grow Personally
- Recognize and Reward People for Their Efforts and Good Work
- Handle Tough Situations in Ways That Minimize Resistance and Maximize Acceptance

Effective Leaders Past and Present

- Define Leadership
- Describe Typical Leadership Situations and Assess How Well You Use the Language of Leadership in Those Situations
- Identify Five Traits of Effective Leaders as Communicators and Assess How Well You Demonstrate Those Traits
- Explain How Effective Leaders—Past and Present—Have Communicated Well

Finding Your Leadership Voice

- Identify the Two Components of a Leader's Voice
- Explain How to Find Your Voice as a True Leader
- Explain Different Leadership Communication Styles and Identify Your Dominant Style
- Identify When and How to Use Different Styles

Getting the Attention of Those You Wish to Lead

- Use Get the Genuine Attention of Followers
- Generate Presence and Charisma That Command Respect
- Tell Dramatic Stories That Captivate Audiences and Make Your Message Clear

Crafting a Compelling Message

- Gather Your Thoughts Quickly to Craft a Message
- Pinpoint the Desired Results of Your Leadership Message
- Tailor Your Message to the Intended Audience So That It Resonates
- Ensure Audience Understanding

Setting the Direction for Others

- Communicate a Strategic Direction (An Inspiring Vision, Mission, and Values Statement) With Passion and Precision
- Set the Operational Direction, Assign Responsibility, and Delegate Authority in Ways That Prompt Others to Take Responsibility

Inspiring Others to Do Their Best

- Identify the Factors That Motivate and Demotivate People
- Light a Fire in the Hearts of Others

Coaching, Counseling, and Mentoring Performance

- Conduct Authentic Coaching, Counseling, and Mentoring Sessions
- Provide Positive Feedback and Constructive Criticism

Addressing Tough Situations to Defuse Tension

- Discuss the “Undiscussables” and Other Sensitive Issues Tactfully
- Defuse Tension and Assert Yourself Well in Tense Situations
- Deliver Bad News and Unpopular Changes in Ways That Win Acceptance
- Handle Conflict and Mediate Disputes