AKTU Syllabus : Unit-4

Communication and Leadership Development

Leadership Communication, Communication and Social competence: context, feelings, intentions, behaviors, Providing and Receiving feedback, Difference between Tact and Intelligence,

Emotional Intelligence: Trust through Communication, Thinking Skills: Meaning and Types.

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❖ Leadership Communication –

- **What is Leadership Communication** - Leadership communication is a type of communication , specifically used by leaders to relay information about the culture, core values, mission, and crucial messages of some organization, to build trust and encourage employees.
- In practice, it involves delivering a shared vision and inspiring others to buy into that vision.
- Leadership Communication is the ability to **communicate** and **socialize** with team members in a way that they are **properly informed, richly motivated, goodly inspired, well connected and of course United incredibly** to one another.
- Effective leadership communication is the life blood of an organization. It is the cornerstone of organizational success.

❖ Examples of Leadership Communication -

- If a team member is expressing discontent at their workload at the moment, you can ask them to explain how they would prefer to change the team's workflow, or you can simply change his shift, shift his area of work or to associate some assistant with him and the like.....
- If there is some tumultuous situation, the leader can communicate with the team to get to know their problems and grievances, to negotiate, to resolve conflicts ,to offer the best suitable solution. He can be a mediator between employees and employer.

Purpose of Leadership Communication -

(1) It helps to unite teams and empower members to take up the project and to produce the best outcomes.

(2) Effective leadership communication helps to motivate and inspire team members and to ignite them, infuse in them the spark and energy, especially when they are feeling demotivated and decentralized.

(3) It helps in building lasting relationships and fostering cooperative environment around.

(4) It helps in fostering understanding in the team.

(5) It helps to achieve organizational goals.

(6) It helps to boost personal ambitions.

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❖ Pillers of Communication -

(1) Listening - Active, Patient, Empathetic and deliberate listening is the first and foremost priority of Leadership Communication.

- A leader should listen to the problems, grievances, suggestions, emotions and feelings of his teammates actively, enthusiastically and attentively.

(2) Understanding body language - Understanding of body language can give leaders additional insight .He should be capable enough to read and to get to know the people through their body language, expressions and attitude.

(3)Concise Verbal Communication - Most people don't have time to listen exaggerated conversations, so it is must for a leader to be brief, concise, crisp, to the point and upto the mark.

(4) Written Communication - Professional world is highly formal and totally organized, so written communication is the demand of the professional world. It is almost common to carry on conversation via email, text, circular, notice and the like.

That is why great leaders should have strong command over written communication skills. His writing should be free from any kind of ambiguity, clear and transparent, error free in context of grammar, spelling , punctuation and ultimately informative too.

(5) Empathy - Empathy is the most important brick of leadership communication. A leader should know, understand and listen to his teammates as he listens to his family members. He should be sensitive to them. He should treat them as he wants himself to be treated. He should judge them ,as he himself wants to be judged. He should treat them so sensitively, as he wants himself to be treated.

❖ Strategies of Leadership Communication -

➢ Here are some strategies for effective leadership communication-

(1) Connect with your team-

➢ Leadership Communication starts with involving people, interacting with them making your team.
➢ Personal connections matter ,so it is necessary to engage one to one conversations from time to time.
➢ To be approachable, you can call informal meetings, tea table parties too.

(2) Pay attention to your listeners -

➢ Be responsive and remove all kinds of distractions.
➢ Observe non verbal cues like body language,Posture, facial expressions, smile etc to tailor your approach with your team.

(3) Follow up-

- Effective leadership communication involves more than just delivering ideas and moving on. So, Seek feedback and follow up from time to time.
- Instead of using online mediums of communication, be present physically in front of your team members. It would motivate them more impressively.

Aspects of Leadership Communication -

- Clarity and brevity is important in communicating ideas.
- Building connections and network building ,and strengthening bonds with the team is must.
- Being cool, calm, Empathetic, active caring, enthusiastic and patient listener is very important.
- Encouraging and motivating team members to freely participate in conversation is miraculous.
- Building team spirit is essential ingredient, that is the demand of leadership communication.

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