# AMA2130: The Voice of Leadership: How Leaders Inspire, Influence and Achieve Results Training

Duration: **3 Day**

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**No matter how compelling the vision or how brilliant the strategy, without leadership communication there is no execution.**

The ability to get buy-in, garner trust and inspire loyalty en masse isn't a skill you have to be born with. Now you can learn to develop grace under fire and inspire others when giving speeches and presentations. This fast-paced, results-oriented leadership communication training is uniquely designed to strengthen your leadership communication skills modeled on the world's best communicators. You'll learn practical techniques to shape your leadership messages, hone an authentic leadership voice and engage in powerful conversations that achieve results.

**Who Should Attend?**

Experienced managers and executives and anyone who aspires to a leadership position or who is expected to provide leadership.

## What You Will Learn

- Describe and Apply the Five Principles of Effective Leadership Communication
- Craft a Compelling Leadership Message That Inspires Action and Produces Results
- Describe and Apply Four Leadership Communication Styles
- Take Charge of a Group of People and Win Their Support
- Communicate the Strategic Direction with Passion
- Set the Operational Direction (Delegate Responsibility) in Ways That Get Action
- Influence Buy-In and Committed 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

## Training Outline

**The Voices of Effective Leaders Past and Present**

- Define Leadership
- Describe Typical Leadership Situations, and Assess How Well You Use the Language of Leadership in Those Situations
- Describe 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**

- Describe the Two Components of a Leader’s Voice
- Describe How to Find Your True Voice as a Leader

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- Describe Four Leadership Communication Styles and Identify Your Dominant Style
- Describe When and How to Use Each Style

**Crafting a Compelling Message That Influences, Inspires, and Produces Results**

- 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

**Getting the Attention and Understanding of Those You Wish to Lead**

- Get the Genuine Attention of Followers
- Generate Presence and Charisma That Command Respect
- Send Clear Messages That Maximize Audience Understanding
- Tell Dramatic Stories That Captivate Audiences and Make Your Message Clear

**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

**Influencing Buy-In and Committed Action**

- Describe and Apply Nine Different Influence Strategies
- Get Others to Accept, Endorse, and Advance Your Agenda
- Overcome Resistance and Initiate Change

**Inspiring Others to Do Their Best**

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

**Coaching, Counseling, and Mentoring for Improved Performance**

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

**Address Tough and Touchy Situations in Ways That 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