

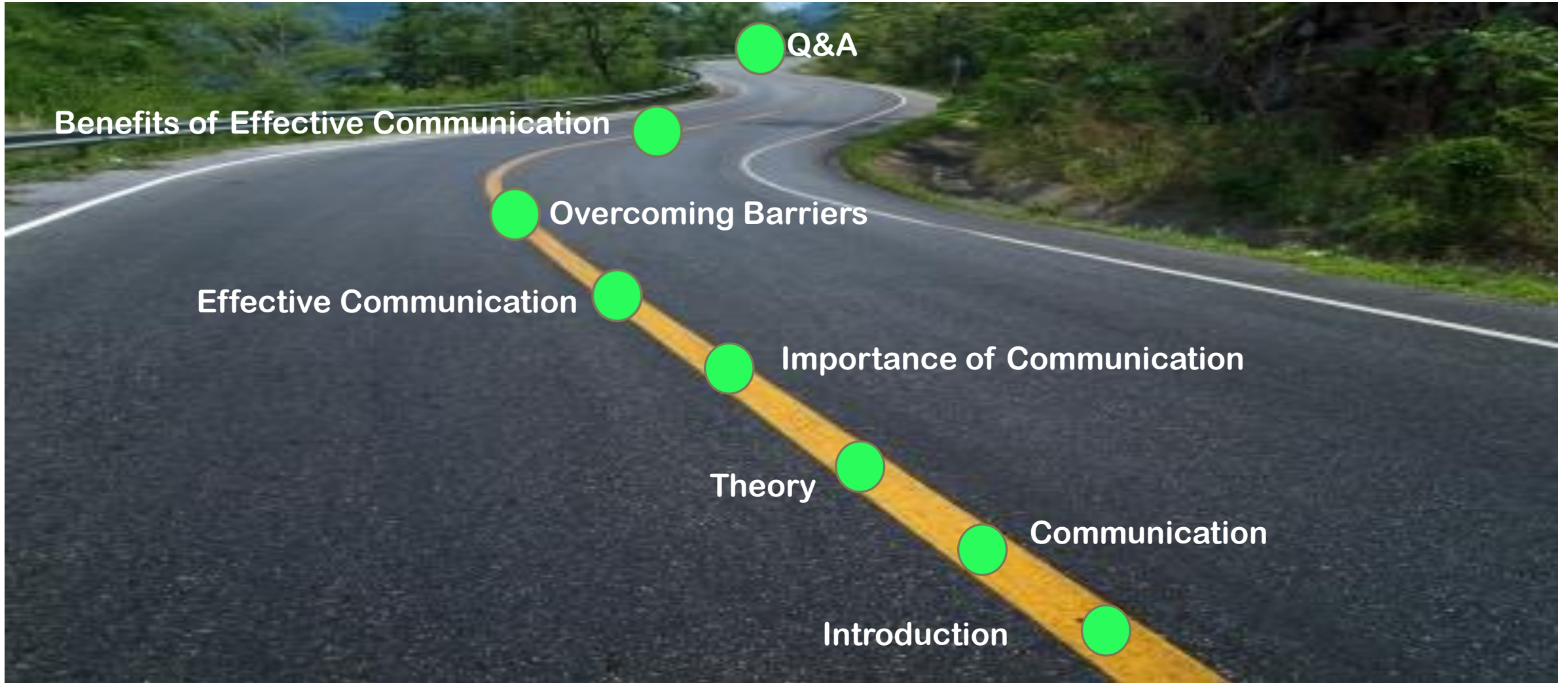
Effective Communication and Leadership

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From the Pyramids of Giza to the Arabian Gulf

Our Journey



Introduction

There are many expert opinions on the importance of communication in leadership. According to Holladay and Coombs (1993), leadership is a behavior carried out by communication, in which communication clarifies perceptions of a leader's charisma

When the leader effectively communicates his/her vision, he/she is more likely to gain the employees' trust, which eventually affects communicating satisfaction between the leader and the followers (Madlock, 2008).

Shaw (2005) stressed that in order to be perceived as competent communicators, leaders must **share and respond to information on time**, **pay attention to others' points of view**, **communicate clearly and concisely to all levels of organization**, and **use all existing communication channels** and **various communicative resources** such as language, gestures, and sounds.

Communication

Communication is the key ingredient that determines whether followers receive clarity or confusion, motivation or discouragement, and engagement or enragement (Booher, 2017).

Booher (2017) argues that if leaders are strategic with their communication, they will stand out in a crowd and facilitate a level of vision and innovation in the workplace which could launch an organization toward greater potential.

Theory underpinning Effective Communication

Motivating Language Theory (MLT) (Sullivan, 1988) proposes that strategic leader speech can directly have a positive affect on critical employee outcomes which are associated with motivation, such as job satisfaction, performance, attendance, retention, and innovation.

Direction-giving Language



The leader explains goals to his/her employees and alleviates organizational uncertainty. For e.g., a manager uses this type when helping employees prioritize the interests of each project in various assignments

Empathetic Language



The leader speaks with a compassionate understanding to his/her employees. The manager uses this empathetic language when he/she offers enthusiasm or encouragement

Meaning-making Language



The leader conveys the rules of an organizational culture to their employees. For example, a manager uses this way of speaking when he/she gives political advice to his/her employees to produce a corporate buy-in on a project. .

Video Discussion

<https://www.youtube.com/watch?v=Auj56bR79HY>

Importance of Communication in Leadership



Enhances
employee
engagement



Aligns employees
with organisational
goals



Fosters trust and
transparency



Increased
collaboration



Improves quality
of leadership

According to a McKinsey report, engaged employees are committed to the organisation, stay longer with the organisation, and work harder to help the organisation deliver superior business outcomes. A good leader should follow strategies to enhance employee engagement in their organisation.

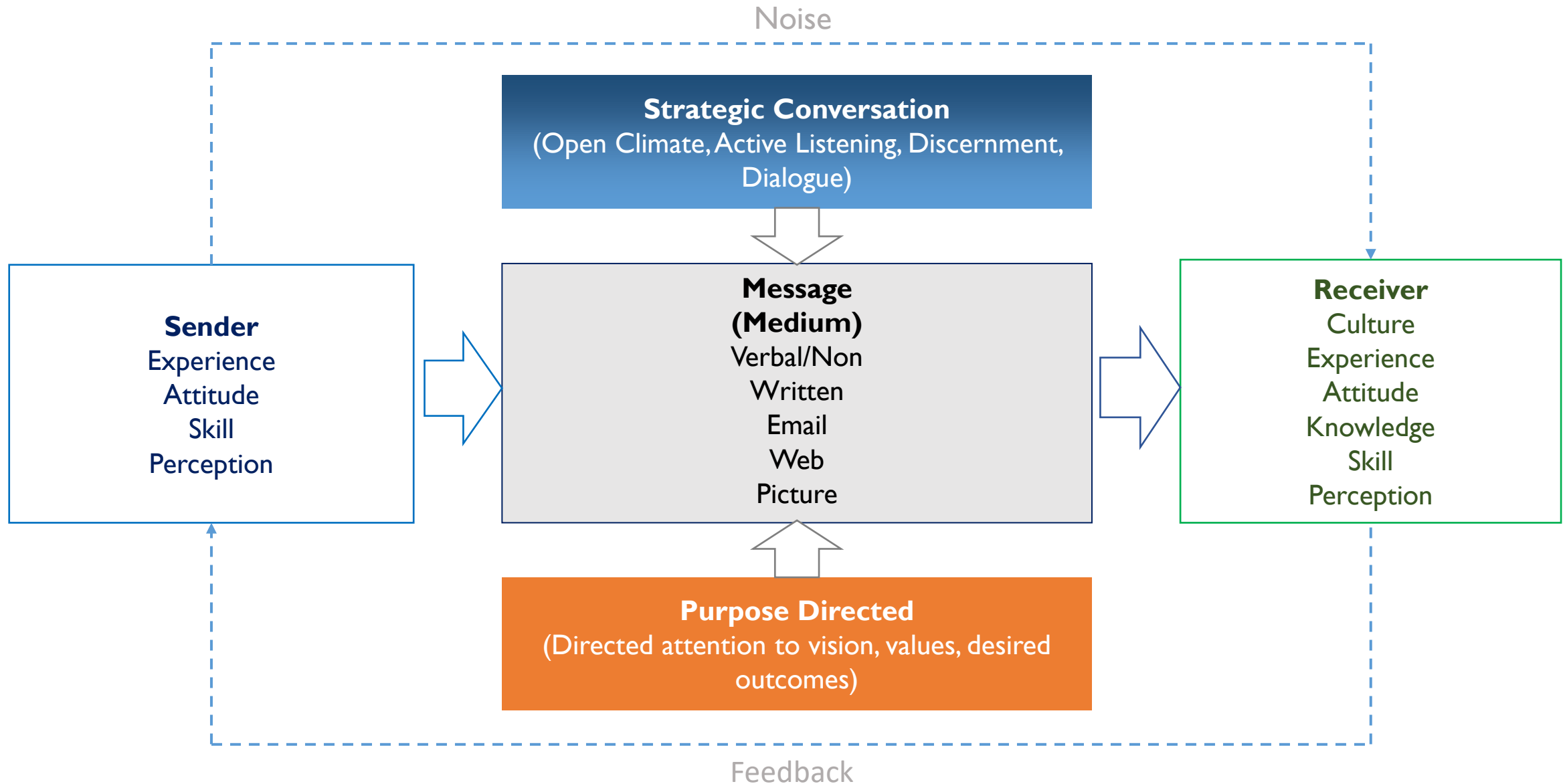
Open communication helps build trust and fosters transparency. It encourages people to communicate freely and share ideas – leading to greater initiative among the employees and increased innovation in the organization.

Aligns employees with organisational goals. Effective leadership communication skills help leaders convey the organization's strategic goals, the rationale for the goals, and why the goals are important. Such clear communication rallies the team members behind their leaders and the organization.

When an organisation's leaders communicate effectively, it leads to better communication across the various levels of the organisation. Improved communication encourages teamwork and collaboration.

When leaders start paying attention to communication, it inspires the managers to work on their communication skills – improving their ability to communicate ideas and mentor their teammates. This leads to an overall improvement in the organisation's leadership communication quality.

Effective Communication Model



Natural Laws of Effective Communication

Law 1: You Get What You talk about

- A vision must have ample 'air-time' in an organization. A vision must be shared and practiced by leaders at every opportunity.

Law 2: The Climate of an Organization is a Reflection of the Leader

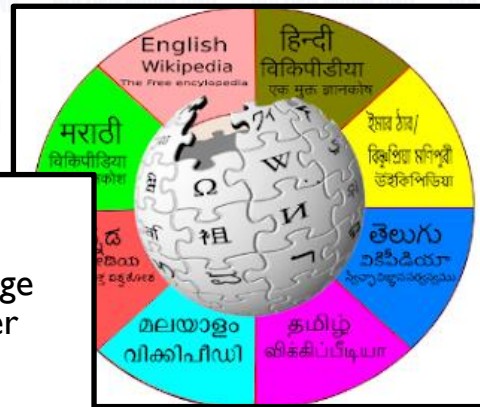
- A leader who doesn't embody the vision and values doesn't have an organization that does.

Law 3: You Can't Walk Faster Than One Step at a Time

- A vision is neither understood nor accepted overnight. Communicating must be built into continuous, daily interaction so that over time followers will internalize it.

Overcoming Barriers to Effective Communication

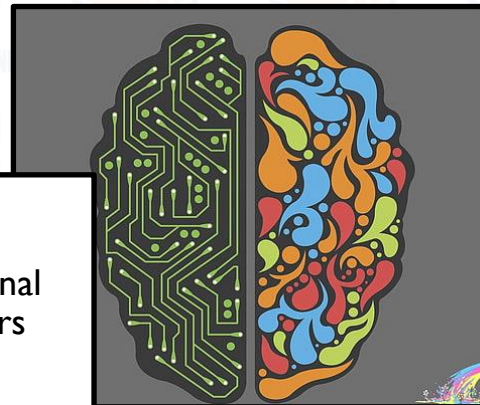
Language
Barrier



Cultural
Barrier



Emotional
Barriers



Technological
Barriers



Benefits of Effective Communication



Increased Trust



Improved Collaboration



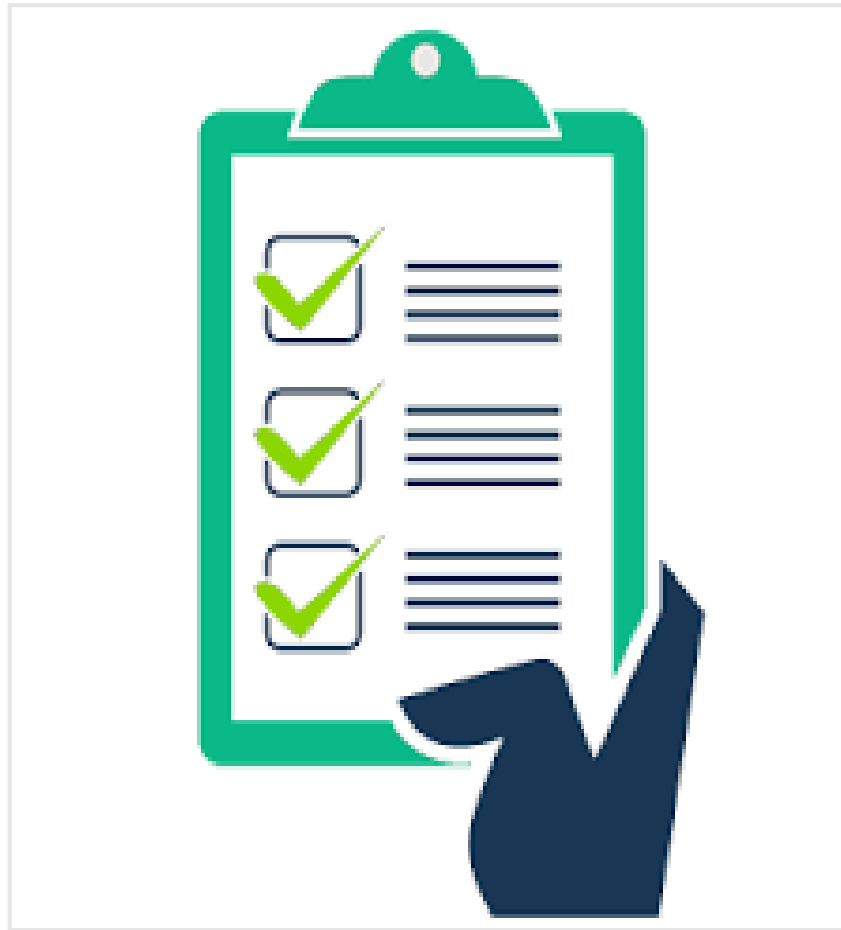
Greater Accountability



Enhanced Innovation



Key Take aways



Acknowledge the importance of communication

Listen actively and empathetically

Adapt to different styles of communication

Lead by example



THANK YOU