

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

***Learning Objectives***

- 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

***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
- 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