

Connected Leaders: 'Better Normal' Leadership Communication

The Context:

95% of people say that communications is the most important leadership trait⁽¹⁾ yet it's estimated that just one in four leaders has high empathy skills⁽²⁾. Since the start of the pandemic, close to half (43%) of employees say communication is the area their leadership most needs to improve in and over a third (34%) say the amount of communications contact they have with their manager is less than before lockdown.⁽³⁾

The Impact:

Effective senior leadership communication is the most important differentiator between the top 50 Glassdoor companies that rank highly when it comes to a high performing corporate culture versus those that suffered a sharp decline during the pandemic.⁽⁴⁾

The Question:

More than a third of senior executives are not confident their organizations have succeeded in developing trust between leaders and employees.⁽⁵⁾ **How confident are you that your leaders have the necessary skills to build the level of trust needed to have a high performing culture? If you're not, is this a risk you are prepared to take in this changeable, unpredictable environment?**

- 1 The Chartered Management Institute, September 2020
- 2 BCG, May 2020 (University of Michigan research)
- 3 Hay , 2019
- 3 MIT Sloan, October 2020
- 4 Deloitte, January 2021

The Solution:

Better Normal Leadership Communication is a personalised online coaching programme ⁽¹⁾ designed to help leaders improve their impact, performance and effectiveness as communicators in a disrupted world.

The aim is to help leaders leverage their strengths and close the gaps that diminish their communication effectiveness with tools, techniques and skills that enables them to connect and influence any stakeholder.

The entire programme is based on our 4Cs of leadership communication, namely Connection, Charisma, Clarity and Credibility.



1. Four x two hour coaching sessions over 4-6 weeks
2. Using our 4Cs Leadership Communications Insight Report
3. Requires recording a short 2-minute video presentation

When you might use it:

Using our executive coaching capability, our programme can be delivered **1-on-1 for experienced senior leaders** who are looking for more personalised, bespoke coaching to improve the way she or he communicates with different stakeholders.

The programme can also be **delivered in a workshop format that involves groups of between 15 to 20 people.** This could be for high potential employees or for line managers who need to improve the way they communicate with their teams.



At the heart of our approach is our unique online self-assessment tool that provides leaders with a highly accurate insight into the 4Cs of their communication style and the impact this has on their audience. Powered using authoritative Hogan Assessment data⁽²⁾, the report highlights how leaders can unlock the 'must have' skill of communication to foster meaningful collaboration, interaction and engagement.