

Inspirational Leadership

The ABC Workbook



A leadership workbook to help you create and deliver inspiring messages

SAMPLE ONLY: To download a full copy of this workbook please visit www.flametreecommunication.co.uk

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1. Introduction

"You measure the impact of your words, not on the beauty or the emotion of the moment but on whether you change the way people not only think, but the way they feel."

Bill Clinton, former US President.



If you are using this workbook then you are somebody's (perhaps many people's) leader. You are a person of influence; an individual that other people in our organisation talk to their partners and friends about, take their cues from and organise their work and behaviour towards.

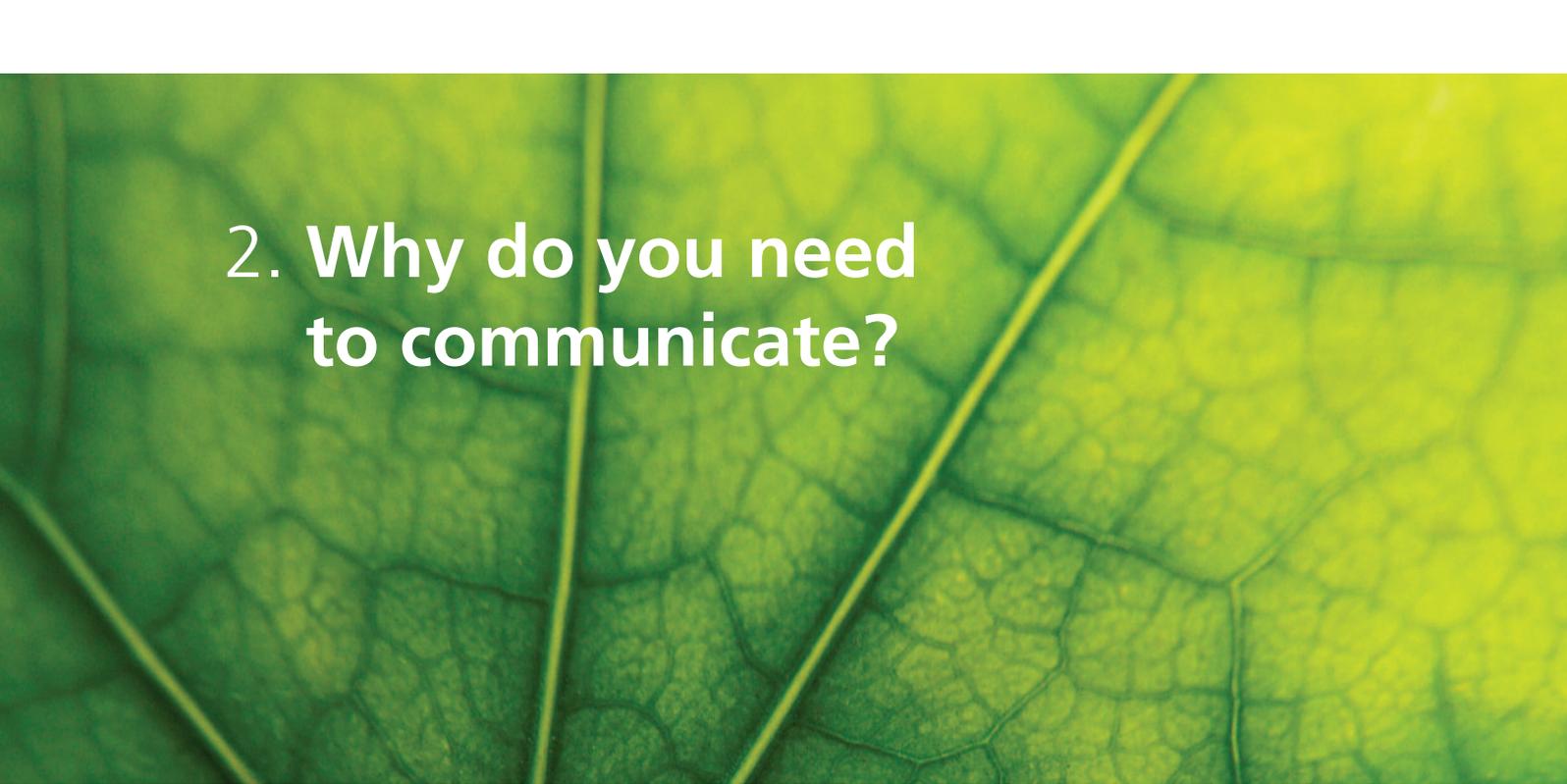
The art of oratory is as much about physical performance as it is about the choice of words used. Research has shown that non-verbal cues; namely the speaker's body language, posture, facial expressions, demeanour and tone and range of voice has a significant impact on the effectiveness of any communication. However we know that words play an important part in the mix, but as we will demonstrate a later on this workbook, they are incredibly hard to remember.

With this in mind, it's essential that the words used to engage your audience - whether they are employees, customers or investors - require very careful thought and consideration. It's also essential that your non-verbal cues emphasise and align to the words that you use but also that these words are carefully chosen and reflect your personal values and ideas.

We all recognise inspirational communication when we see or hear or read it. And we remember how it made us think, feel and behave many hours, days and months later. But, just like witnessing a brilliant football goal, a dazzling violin solo or the spectacle of an airliner taking off, it is far easier to identify and appreciate success in communication than it is to replicate it.

Whether it's Nike's 'Just Do It' or Obama's 'Yes We Can', words have the power to stir people and capture their imagination. Authenticity is at the heart of compelling communication and great leaders are able to deliver inspirational messages in an inspirational way because they truly believe in what they are saying and are able to make their messages memorable and meaningful by fusing their well-chosen words and non-verbal cues to maximise their impact.

In other words don't think about this as a communication or engagement exercise, but consider this as **inspirational leadership**.



2. Why do you need to communicate?

Leadership is a role that brings with it significant privileges and responsibilities. The people you lead want, and deserve, to hear from you. Recent research at Henley Management School indicates that employees rank the relationship they have with their immediate boss as being greater than the relationship they have with the organisation itself.

With this in mind, done well, leadership communication can have a huge impact on employee engagement and business performance. Yet while 87% of leaders rank their communication skills highly, on average only 17% of their audiences agree (The Leaders Voice, Clarke & Crossland).

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3. The Workbook

Based on past experience, you should allow at least two hours to gain the most from the structure outlined in the following pages. This workbook has been developed as a remote coaching tool based on proven workshop techniques that we regularly use for all leaders - whether they are a Chief Executive or a front line Supervisor.

We have designed the workbook to help you as a leader rise to the challenge of inspiring and communicating effectively to each and every audience you need to reach - both personal and professional. Taking the best of the art and science of communication, it aims to help you prepare productively and painlessly to deliver your messages memorably and meaningfully and also leverage your best attributes as an authentic individual messenger.

With simplicity in mind, it will guide you through a practical framework to take a complex strategic message, personalise it and make it inspiring. The end goal is to assist you in developing a clear, concise and compelling message that doesn't require any PowerPoint or visual aid support.

To illustrate this, we will use a real life case study of the Chief Operating Officer of a government-owned nuclear power station that was a target for privatisation. The power station COO faced the challenge of convincing a consortium of businessmen interested in investing in the facility that he was the right leader to run the power station safely and profitably.

Leadership, and the responsibility to communicate clearly and powerfully that goes with it, cannot be outsourced. Your message, however polished, will lack impact if your audience feels it doesn't truly come from you. So please don't delegate the learnings and activities in this guide to someone else! For you to create and deliver a powerful message it is essential that you personally invest the appropriate time to really think about what and how you are going to communicate. **For best results we would highly recommend that you read through the workbook before starting on any of the exercises suggested within it.**

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