



## BUILDING ON YOUR MANAGEMENT SKILLS: **EFFECTIVE COMMUNICATION**



The most powerful leadership skill one could master would certainly be an effective communication method. Good communication is essential for maintaining strong functioning relationships at all levels of the organization. An organization that lacks communication often results in internal conflict due to the rising amount of distrust and confusion among the employees. Thus, leaders carry the great responsibility of maintaining and strengthening the flow of communication within the workplace. While it's still important to consider effective communication to be a 2-way street, communication as a leader is much more complicated. Leaders utilize their communication skills to accomplish specific goals including aligning employees with the company culture, cultivating trust, preventing internal miscommunications, and keeping employees informed and focused in the right direction. Leaders

are also expected to know how to communicate with various groups within the organization, including managers, customers, investors, and other stakeholders, bearing in mind that each group may require a different approach. All in all, it's clear that strong communication skills are key to becoming a successful leader. Taking all this into account, let's look at some tips to optimize your overall communication skills.

### **Active Listening**

Perhaps the most important communication skill is to simply listen. As mentioned before, effective communication is a 2-way street, meaning you need to listen to what your team is trying to communicate to you. Opening these lines of communication allow for improving accuracy, solving problems, and increasing productivity.

## Transparency

Transparency in leadership means to keep their employees informed of important things happening in the organization, even during a crisis. Leaders must ensure that they are transparent in their communication in order to provide a foundation for trust in the company.

## Positivity

Leaders that communicate messages, good or bad, in a positive manner influences how their team receives the message. Ultimately, communicating positively to your team boosts employee morale and sustains a healthy company culture.

## Clarity

Avoid being vague! It's critical that leaders are direct, honest, open, and clear in their communication. When communicating with your team, be sure to include all the details including your goals for each task, the resources they have, the deadline they have to complete it by, etc. Keep it clear, simple, and to the point!

## Nonverbal Communication

Excellent leaders know how to communicate verbally and nonverbally simultaneously through maintaining good posture, eye contact, hand gestures, facial expressions, tone, etc. Like verbal communication, nonverbal communication could be perfected with some good practice!

It's no mystery that good leadership is deeply intertwined with good communication. Think back to all of our influential leaders in the past: Martin Luther King Jr. utilized positive language to emphasize the benefits of taking the high road, Abraham Lincoln was known to be a master listener, and Winston Churchill conveyed his messages to his nation with honesty and clarity. Author and former presidential speechwriter, James Humes once said, "The art of communication is the language of leadership." Mastering the art of communication will take much time, practice, and effort, but it's a skill that will continuously prove to be beneficial in all aspects of your life.

