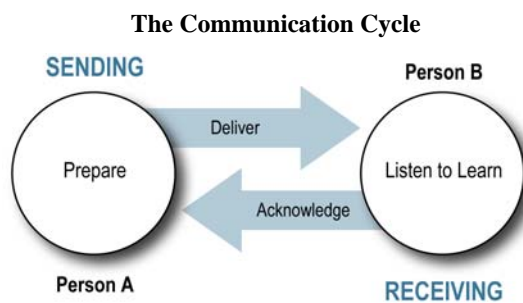




## LEADING FOR PERFORMANCE - COMMUNICATING WITH PURPOSE

Without effective communication, all other leadership skills do not matter. Leaders must communicate effectively with employees to ensure work groups remain aligned with corporate and departmental strategies. Too often, leaders have poor listening skills and send unclear messages to their employees. Both parties frequently misunderstand each other and tend to disregard what each is trying to say. Every organization needs to have leaders in place that can effectively use the basic skill of communication.

*Leading for Performance-Communicating with Purpose* (LFP-CWP) provides the knowledge first-line and mid-level managers need to drive more effective one-to-one business communication with employees and colleagues.



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The module focuses on the Communication Cycle and the behaviors and skills required for sending and receiving clear messages.

### VALUE PROPOSITION

When leaders communicate effectively, their employees stay informed, participate, and add value. LFP-CWP helps organizations gain competitive advantage when managers can communicate more effectively with their people, their peers, and their customers.

### APPROACH

LFP-CWP is a half-day instructor-led module that can be taught by Wilson Learning or by a leader-trained in-house professional. This enables:

- Face-to-face interaction among the salespeople and with the facilitator
- True-to-life skills practice with immediate in-person feedback
- The opportunity for real-time commitment to action

<i>Key Learnings Are ...</i>	<i>Your Leaders Will:</i>
<i>Understanding Communication</i>	Be able to apply a simple model for effective business communication
<i>Sending Clear Messages</i>	Be able to methodically prepare and deliver messages that will achieve their purpose
<i>Receiving Messages Clearly</i>	Be able to listen more effectively and acknowledge others' messages

### ENABLING IMPROVED PERFORMANCE

LFP-CWP uses the Communication Planner and job aid card so the participants can fine-tune and apply new skills and behaviors on the job. Involving management for support and coaching is important for a successful implementation.

In some cases, additional individual coaching may be a useful additional option.

### MEASUREMENT AND EVALUATION

Organizations that implement LFP-CWP have access to a broad range of tools to measure initial behavioral changes and business results. For LFP-CWP, one approach may be a web-based survey of participants' direct reports, to identify the degree of change and the differences that this change makes. More involved and thorough research options are also available.