

MASTER COMMUNICATION

Transform your interactions and boost your leadership potential.



Introduction

One of the things most important to becoming a great leader and being able to speak like a great leader is to first master the art of communication. If you cannot communicate effectively, you will not be able to speak like a leader or make a difference in the way you lead others.

This short report will give you the five best ways to master the art of communication. While they are not the only ways to master communication, they are the best ways you can move forward to transforming the way you communicate and become a better leader.

1. Consider Your Verbal Communication

As a leader whether you are making a speech or trying to lead those under you in the workplace, you need to choose your verbal communication wisely. This is because people often judge you by the words you choose and the words you say.

So, if you do not choose your words well, you could easily make others think badly of you. You need to make sure all your verbal communication is easily understood and that you are tailoring your words and stories to the audience you are speaking to.

When it comes to vocabulary, make sure you use expanded words but not anything that is too complex. Even if the audience is well educated, listening to a speech that is overly complex is boring for everyone.

Make sure to change your vocabulary though depending on who you are speaking to. How you say things is just as important as what you say. You need to emphasize certain points and make sure you use the right tone and pace depending on what you're talking about.

You can really draw in the audience depending on how you say things. If you go back and listen to speeches from great leaders, you will notice that they whisper certain things and then speak louder about other things.

Emotion and enunciation are also important to verbal communication. Showing emotion during speeches is not the same thing as getting emotional though. Make sure you use emotion to make speaking more powerful but also control your emotions so that they do not make the audience uncomfortable.

One part of being a great leader and speaking like a great leader is to enunciate so that the audience can effectively understand you. Make sure all your words are said clearly and don't allow your words to run together or sound unnatural.

2. Use Nonverbal Communication Effectively

Some people even say that nonverbal communication is more important than the words you actually say. Many people have not thought about how they communicate nonverbally. Make sure you are considering how you stand and how you use your hands when talking to others.

For example, when talking to others, make sure you do not stand with your arms at your side the whole time. Use your hands to communicate and point to things. Don't overuse your hands though. One of the best things you can do is record yourself speaking so you can see how you really talk.

Your eyes can also be powerful when it comes to talking to others. When talking to one person, you need to make sure you make eye contact. When talking to a whole audience, make sure you look around the room and make everyone feel included.

Your arms and how you stand are also very important. Make sure you don't close yourself off by crossing your arms. Rather stand with your arms and your body open to the audience or whoever you might be talking to.

When making a speech, most speakers prefer to stand up but there are some that sit down. It depends on the audience you are talking to and the topic you are talking about.

3. Know What Effective Communication Is

If you want to effectively communicate, you first need to know what it means to effectively communicate. Here are some of the things you need to consider when it comes to effectively communicating:

- Know the audience. You can't speak to everyone the same. For example, if you're talking to a group of children, you will talk to them very differently compared to if you are talking to a group of adults. Before making your message and what you are talking about, make sure the language you are using matches the group of people you are talking to.
- What is the goal of your message? Every message has a goal. Are you trying to persuade the audience to do something? Do you want to uplift them? Do you want to inform them about something? Make sure you know the goal of your message and then create your content based on what the message is. Make sure you are consistent about what you're speaking about as well.
- Consider the method of communicating. Is what you want to communicate able to be put on social media or put on an email chain? Or does it need to be done in a meeting that is more professional? Consider what you need to talk about and the most appropriate way to deliver the message.
- Be consistent. You need to be consistent in the way you talk and the way you are communicating your message. Make sure the way you communicate informs others and makes them feel connected to the message. Keeping your communication consistent is also important because it ensures everyone is not confused.
- What do you want the outcome to be? You want to make sure your message is clear and effective. Try to find a way to measure the success and effectiveness of your message so that you know if you are communicating well or not.
- Consider other perspectives. If possible, make sure to consider all the other perspectives that come into your message. For example, if you are communicating in the workplace, you want to make sure you consider what other departments will say and if you need to incorporate any leaders from that department into your speech or into your presentation.

4. Be Intentional

When you are intentional, it means you have a design and a purpose for the way you are speaking and the message that you want to deliver. It also means you have a plan to deliver the message and that you want others to be influenced and inspired by what you are saying.

You want everything you say whether it be to an entire audience or just one person to have a real message and intention behind it. If your message and your speech do not have a real meaning, the audience will for sure know and they will not be willing to listen to anything you are saying.

Intention is also more than words. It also means you have actions to back up all the words you are saying. For example, if you are making speeches about budgeting and how to save money, you also need to show that you are intentional with your own banking and the way you spend money.

If the audience knows you are in debt or that you don't own any investments, they will not be motivated or influenced about what you have to say about finances.

This is also why it's important to ensure you are thinking about your message and the things you want to talk about. If you are a leader in the workplace and want to be a better leader when it comes to speaking and being intentional, you need to show your workers that you are also doing the things you are talking about.

For example, if you are delivering a message about how the business needs to be better at customer service, the audience and your workers also need to see you being better in the treatment of customers.

If you are not trying to improve customer relations from the top of the company, it can be very hard for your workforce to want to do something that you are not setting an example for.

This is why you need to be intentional in your thoughts and actions as you are preparing speeches and other powerful words as a leader.

5. Be Brief and Specific

The last main way you can master the art of effectively communicating is to be brief but very specific. This especially matters when you are making speeches in front of audiences. When your speech is too long and starts hovering around topics that are far away from the main message, it's very easy to lose the audience's participation.

This is why it's very important to be as brief as possible whether you are making speeches or you are talking in front of your workers during a meeting or presentation. Of course, you want to include all the details and points that matter but you want to present them in a way that is clear and not repetitive.

Once your audience starts dosing or getting distracted, it's very hard to re-capture their attention. So, it's better if you don't lose their attention in the first place. This rule applies for both written and verbal communication.

Make sure you include the entire message as well in the best order. This is why it's a good idea to rehearse and practice speeches and presentations before giving them. You want to present the message in a way that makes sense rather than circling back around to points you might have forgotten at the beginning.

If you are responding to a question, make sure you craft your response before beginning your reply. This allows you to answer coherently and entirely without possibly forgetting something that's important. When you come off as being authoritative and clear, the audience also learns to put their trust in you which is a very important part of being a leader.

Some people struggle with this last tip because they find it impossible to be brief and specific at the same time. This point definitely takes practice, especially if you tend to have trouble putting your thoughts and message into clear instructions.

The truth is though that you can be brief and specific at the same time as long as you review what you want to say and practice what you are saying. There might be some parts of your speech that you think are very necessary when they are actually just dragging on. This is why many people find it helpful to speak in front of friends or family before moving onto a bigger audience.

Final Thoughts

Mastering the art of communication might seem difficult, but you can easily start to better effectively communicate when you follow the five tips and steps above. When you are able to master the art of communication, you can also get a head start in the way that you influence and impact others.

Before you become a motivational speaker, you want to ensure you can effectively communicate with the close people around you as well as with larger audiences.

Even if you are just speaking as a leader on the workplace, you need to ensure you have mastered the art of communication because your workers need to be able to respect you and know that you are intentional in the messages you are delivering.