

## Communication skills

Watch the video and think about its message.

<https://www.youtube.com/watch?v=ixSUBI1WNxk>

### READING

Read the article about effective communication and match each paragraph (1-5) to its heading /A-F). There is one extra heading that you do not need to use.

Before reading: study the following vocabulary  
inextricably – inseparably

galvanize – stimulate

bedrock – basis

congruent – agreeable, harmonious

align – line up, coordinate, join

swiftly - very fast

can you guess the meaning of 24/7?

jargon – specialized language

opt – choose

eloquent – having a skilful way with words

genuine – authentic

cue - signal

### 5 Habits of Highly Effective Communicators

It's no secret that good leaders are also good communicators. And the best leaders have learned that effective communication is as much about authenticity as the words they speak and write.

Indeed, communication and leadership are inextricably tied. How can you galvanize, inspire or guide others if you don't communicate in a clear, credible, authentic way?

Here are 5 essential communication practices of effective leaders:

1. \_\_\_\_\_ This is all about trust, which is the bedrock of effective leadership. Your behaviour is your single greatest mode of communication, and it must be congruent with what you say. If your actions don't align with your words, there's trouble. And it can turn into *big trouble* if not corrected swiftly. Since it's often difficult to see the gap in yourself, rely on a few trusted colleagues to tell it to you straight and flag discrepancies.

2. \_\_\_\_\_ Your employees and customers are being bombarded 24/7 by information, making it hard for them to hear you. Simplicity has never been more powerful or necessary. Effective leaders distil complex thoughts and strategies into simple, memorable terms that colleagues and customers can grasp and act upon. If you're having trouble distilling something to its essence, it may be that you don't understand it. So get clear and look out for technical jargon and business speak, which add complexity. *Say what you mean* in as few words as possible.

3. \_\_\_\_\_ Use language that's distinctly your own. Let your values come through in your communication. Often, executives will opt for the "corporate voice" instead of their own because they think the former is more eloquent; more appropriate. This is not to say that correct grammar and use of language aren't important — strong leaders know how to put a sentence together. Concentrate on being distinct and real. People want real. People respect real. People follow real. Be genuine, and people will respect you for it.

4. \_\_\_\_\_ It's easy to hide behind a computer and transmit messages to others without seeing or interacting with them. Although e-communication serves a valuable purpose, it is no substitute for face-to-face and voice-to-voice communication. In today's environment, people are often burned out and need to feel a personal connection to you and the work that you believe in. Show your people that you're engaged and care about them and their work.

5. \_\_\_\_\_ Remember that effective communication is two-way. Good leaders know how to ask good questions, and then listen. It's easy to be so focused on getting your message out — or persuading others — that you don't tune in to what you see and hear. Because you're in a position of authority, you won't always get direct feedback. You need to read between the lines. Listen and hear what is coming back at you. Look for the nonverbal cues. Sometimes a person's body language will tell you everything you need to know.

**A) Listen with your eyes as well as your ears.**

**B) Be visible.**

**C) Mind the *say-do* gap.**

**D) Stay calm.**

**E) Make the complex simple.**

**F) Find your own voice.**

Speak about the main points of effective communication in your own words.