

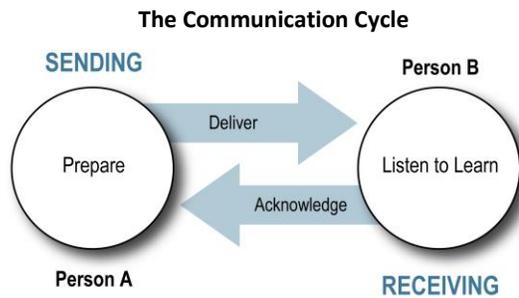


PERFORMANCE • FULFILLMENT • RESULTS

**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 who 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.



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

**PROGRAM OUTCOMES**

When leaders communicate effectively, their employees stay informed, participate, and add value. *Leading for Performance: Communicating with Purpose* helps organizations gain competitive advantage by training managers to communicate more effectively with their people, their peers, and their customers.

**APPROACH**

*Leading for Performance: Communicating with Purpose* is delivered as a half-day face-to-face module or a 3-hour virtual module; either option can be facilitated by Wilson Learning or 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**

*Leading for Performance: Communicating with Purpose* uses the Communication Planner and Job Aid Card so 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 option.

**MEASUREMENT AND EVALUATION**

Organizations that implement *Leading for Performance: Communicating with Purpose* (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 this change makes. More involved and thorough research options are also available.