

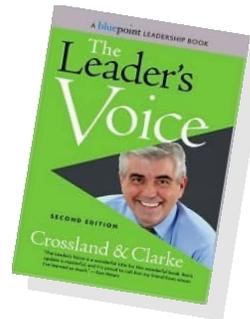
The Leader's Voice: Communicating to Inspire Performance

The best communicators use facts, emotions, and symbolism to get their messages across. Do you struggle to communicate best when it matters most? Does your message drive action? Do you find it difficult to have that tough discussion with an employee?

How leaders handle communication issues greatly impacts their success. Difficult conversations require leaders to be persuasive, not abrasive. Failure to address questions about goals, avoiding coworker issues, or even neglecting to recognize a team member for a good job will most likely destroy your employees' trust. So how do you deal with the difficult conversation?

Emotions run strong when a leader needs to address a pressing problem such as productivity or performance. But your success is determined by whether you step up or step out. Holding that difficult conversation strengthens relationships, builds trust, and is the difference between swiftly solving a problem or avoiding it.

Through practice and interactive exercises, Crossland will empower participants to master the difficult conversation. He will introduce three channels through which effective leaders simultaneously communicate to focus, inspire and motivate their organizations. He will also reveal how an over-reliance on one, or neglecting communications altogether, could actually drive assumption, objection, fear, skepticism, and eventually, loss of control of your message.



March 28, 2012
8:30 am—4:30 pm



Ron Crossland has worked with talent from the boiler room to the boardroom, a range of experience that has taught him that regardless of position, individuals' work matters. He has helped individuals, teams, and organizations develop better leaders, create more innovation, forge better internal and external relationships, and inspire greater performance.

Co-author of *The Leader's Voice: How Your Communication Can Inspire Action and Get Results*, Crossland has received praise from The Harvard Communication Newsletter, Amazon's "top ten reviewers" Robert Morris, and the Business Book Review. Crossland has also co-authored *The Leadership Experience* and will be releasing *Voice Lessons* in 2012.

Over the past ten years he has worked with high potential managers seeking to make the cross over from individual leadership to organizational leadership at Microsoft, Intel, New York Life, AT&T, and Deloitte.

This Program will help leaders:

- Avoid employee "fog" through clear, meaningful messaging.
- Increase your ability to influence action by use of a three-channel communication methodology for critical or difficult messaging.
- Improve your communication effectiveness beyond presentation skills.

Learn. LEAD. Serve.

To find out more about developing leaders
across your organization, please contact us at:

