

And finally, **Leadership Communication Is a Discipline that Needs To Be Practiced.**

**When it is done well** it looks effortless, like the **athletes** in the Olympic Games.

What we didn't see were the **hundreds of thousands of times of practicing behind.**

**To become an all-star** communicator, you must **practice communicating skillfully**, and this practice must become a discipline  
So PRACTICE! Just that

### **Listen First: Then Speak**

- you have to listen empathically AND
- To seek to understand the other person's perspective **first, before offering your solution.**
- You will need touch points. **What is this?** For instance, **if the person mentions** that **he/she used to work in Winnipeg**, you can mention, **after**, that you went to **college** there.

**All the touch points you can get will demonstrate** that you are actively listening and you care about it.

Let's start with a question.

**Do you think leaders should be good communicators?**

George Bernard said that ...

**But this can't be an illusion for leaders.** While communicating they must ensure that **there would be no chance of any kind** of miscommunication or misunderstandings. **At least great leaders do.** So, what kind of leader **do you want to be?**

**To become a great leader you should be a great communicator.** That's why I want to present you the next strategies.