

QUOTES, QUIBBLE, QUESTION

45TH EDITION

FROM
THE
COACHING
GUY

WELCOME

Welcome, this week we are focusing on The Art of Leadership Communication

Today, we're diving deep into leadership communication, focusing on storytelling, providing perspective, and the importance of accountability. Effective communication is more than just relaying information; it's about connecting with your team on a deeper level.

QUOTES

"The most powerful person in the world is the storyteller. The storyteller sets the vision, values, and agenda of an entire generation that is to come." – [Steve Jobs](#)

"Leadership is not about being in charge. It is about taking care of those in your charge." – [Simon Sinek](#)

"The art of communication is the language of leadership." – [James Humes](#)

"Accountability breeds response-ability." – [Stephen Covey](#)

Q U I B B L E

Leaders often strive to reframe perspectives and shift mindsets through storytelling and effective communication. They view this as a vital skill for inspiring change, fostering innovation, and motivating their teams to see challenges from a new angle. However, this requires finesse, practice, and an understanding of the audience.

Reframing perspectives through storytelling is a true skill that necessitates a positive slant and genuine intention. Leaders need to master the art of crafting narratives that are relatable, inspiring, and rooted in authenticity. By doing so, they can help their teams see situations in a new light, encouraging growth and innovative thinking. This process involves continuous learning and refinement, ensuring that the stories told resonate and foster a culture of trust and open-mindedness.

You could also argue 'Is reframing necessary?' because if you are clear about what you want and where you are going, any other perspectives would be counterproductive. This is where this quote sums this up. If you want to go fast go alone, if you want to go far go together. Open your ears today and see how leaders communicate, think about your own communication and how it positively impacts your people. More importantly than this though, is the stories you tell yourself and the impact that this has on your ability to lead.

When I am with a client, their communication style provides me with a clear understanding of where growth opportunities lie for an individual. It's like drawing me a map. Where else do you get such insight and the chance to grow from time spent with a coach? As a leader, you essentially get paid to talk to people—a true privilege. However, if your communication skills are lacking, your effectiveness as a leader will be significantly limited.

QUESTION

How impactful is your communication and ability to reframe?

Here is a tip for you which I use when preparing for a presentation or rehearsing for a motivational talk.

Record yourself on video while doing your next presentation or team talk. Then follow these steps:

1. Turn away from the screen and listen to your recording. Make notes on the aspects you like and areas that need improvement.
2. Turn off the volume and focus on your visual cues, body language, eye contact, and emotional state. Note your observations.
3. Watch the recording with both the volume and screen on. Assess how inspiring your message is, and whether it encourages others to think differently or make necessary changes. Make notes accordingly.

The benefit of this approach is twofold: you become comfortable seeing yourself and assessing your performance, and over time, you can observe improvements and the impact of your preparatory work.

I view reframing as a lens through which to interpret events. It allows people to reflect, consider their options, and be inspired to move forward. This requires maintaining a positive mindset. Surprisingly, many successful individuals across various industries struggle with the ability to reframe.

Curious how I can help you? Then book a free consultation, link in my bio. Or if you like my content and want this sent straight to your inbox every Monday, subscribe to my newsletter.

THANKS

For reading this week's newsletter.

If you have other subjects that you would like to hear about, drop me an email at matt@thecoachingguy.co.uk