

## Communications Coaching: *Presenting Authentic Leadership*

Establishing credibility is essential to leadership. Communication is the tool that leaders use to establish who they are, what they believe, and how they wish to lead the organization.

Communication is how leaders bring people to a central point of view in order to build trust and achieve intended results. Leaders do this by developing, delivering and sustaining the messages through their words and their actions.

Effective leaders practice three habits of communication:

- *Speak* to share knowledge
- *Listen* for understanding
- *Learn* to put knowledge and understanding to good use

John Baldoni, noted leadership and communications author/coach, specializes in helping his clients discover and achieve their leadership self through effective communications. Such leadership communications will enable the leader to project confidence, communicate with conviction, instill trust, and most importantly, lead by example.

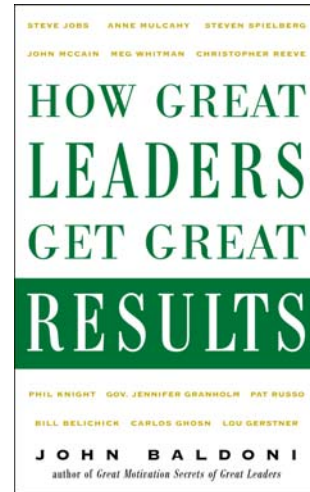
John bases his communications coaching practice on three key principles:

- *Assessment* – where you are now and where you want to go
- *Action planning* –how you get there
- *Frequent feedback* – how you're doing along the way

Using that methodology, John coaches leaders to:

- Present with authority and authenticity
- Modulate the voice for emphasis
- Gesture for meaning
- Develop “elevator speeches” for specific audiences
- Persuade with purpose to influence up, down, and across the organization
- Turn “small talk” into conversations of consequence
- Demonstrate leadership presence i.e., leading with authority, conviction, and humility

Coaching helps leaders achieve intended results by understanding themselves more fully so they can meet the needs of their organization more capably.



Many of the lessons John teaches are drawn from his sixth book, *Great Motivation Secrets of Great Leaders* (McGraw-Hill 2006), which demonstrates how leaders set the vision, create alignment, push for execution, and enable risk in order to achieve sustainable results.



### About John Baldoni

As a leadership and communications consultant, author, and speaker who works with Fortune 100 companies as well as non-profits, John has been helping managers use their communications to achieve leadership goals. His many articles have appeared in publications such as *Harvard Management Update*, *Leader to Leader*, *Presentations*, *Wharton Leadership Digest*, and *T&D*. John speaks frequently on leadership to audiences in the corporate, military, non-profit, and university communities.