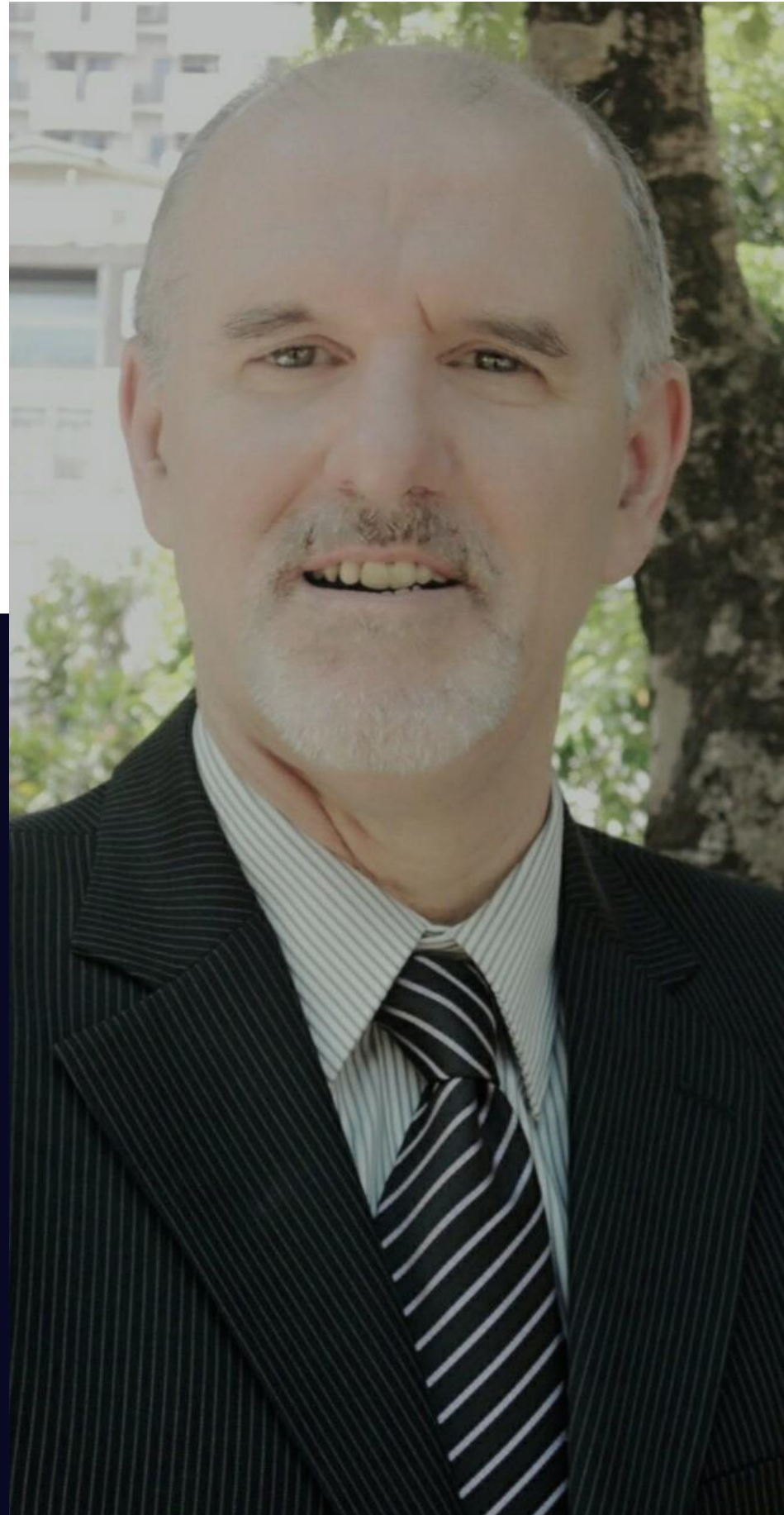


Use

A Leadership Communication Style

A Guide for Non-Native English Speakers

British Chamber of Commerce Myanmar
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- Masters in Education
- 35 years experience in language education & corporate training
- instructional designer, teacher trainer, lead trainer
- communication consultant –MOEA [Ministry of Economic Affairs in Taiwan]

ABOUT US

NextGen Corporate Language Training



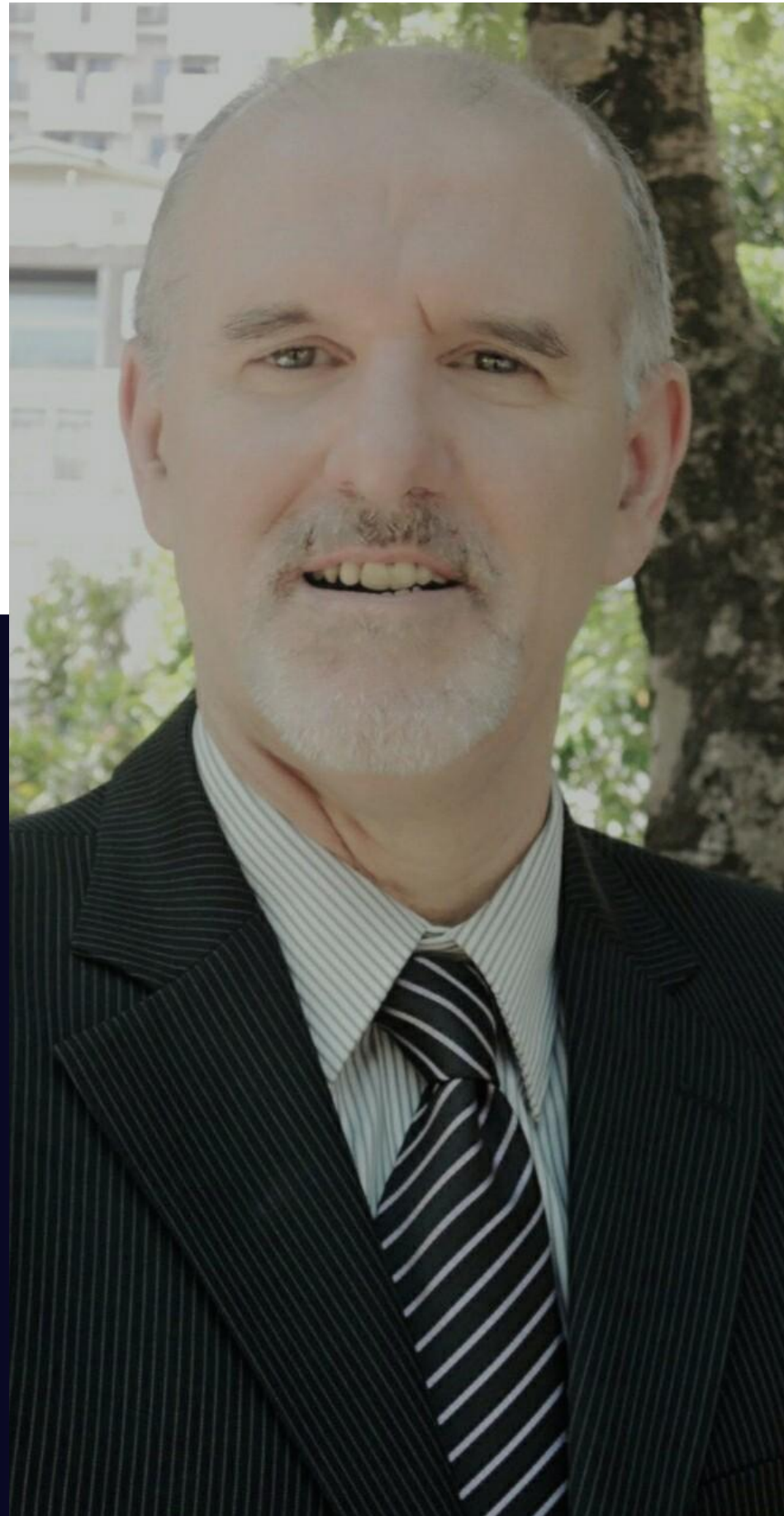
Deliver business communication skill training programs for clients in Asia



Design specialized training content for specific industries & job roles



Provide face2face, virtual training, webinars & eLearning



- 1** Opportunity to understand professionals in Myanmar
- 2** Understand how to create valuable content and deliver useful



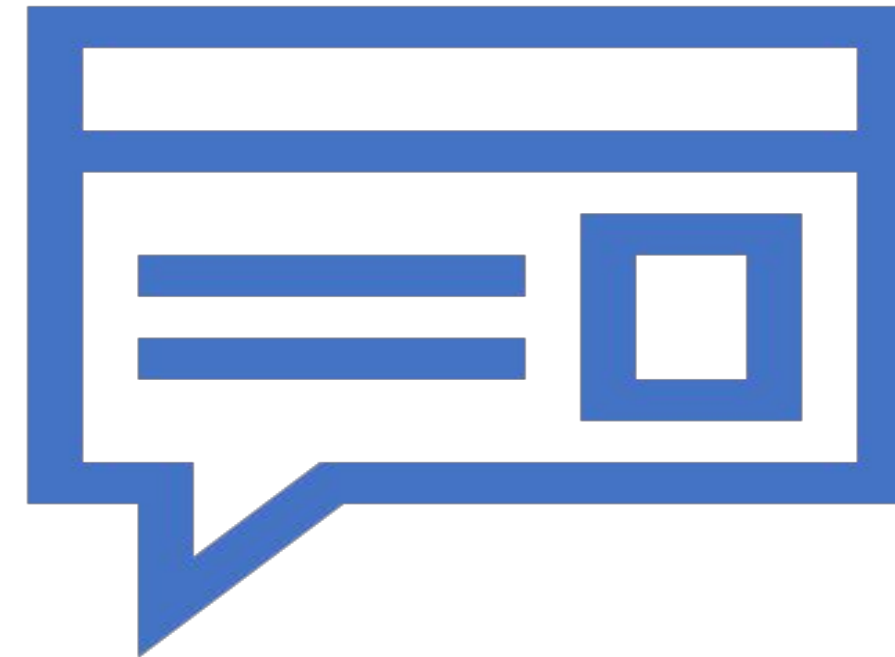
Get involved!

- Leave a question or comment in the chat box.
- Raise your hand.
- Unmute your microphone to ask a question or make a comment



Get involved!

Say hello in the Chat box now!



A LEADERSHIP COMMUNICATION STYLE



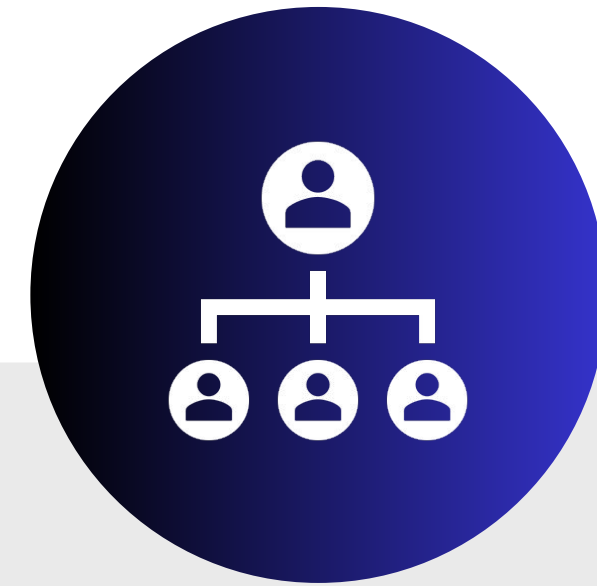
C-Suite

- Communicate vision and values internally and externally
- Communicate business insights and strategic objectives
- Build trust internally and externally
 - Lead, inspire, motivate management teams



Senior Management

- Built trust and engagement
- Communicate operational goals, targets and expectations
- Lead, inspire, motivate teams
- Manage performance, build and motivate teams
- Lead meetings, projects, teams



Team Leaders

- Built trust, engagement and encourage participation
- Lead meetings, set goals, objectives and manage performance
- Develop team members, expand skills and utilize resources

Webinar Outline



01

THE CHARACTERISTICS OF A LEADERSHIP
COMMUNICATION STYLE

02

BUILDING TRUST & FOSTERING
COLLABORATION THROUGH COMMUNICATION



PART 1

The Characteristics of a Leadership Communication Style

How would you rate this in terms of communication?

1= very poor – 10 = excellent communication

I'm working on a project right now because we need to improve our marketing and if we can improve our marketing it will really help us to get more customers and generate more revenue for our business. That's why I'm trying to improve our website.



Actually, we faced a few problems during this project, so I was worried about completing it, but I asked for help and it's okay now.



This is an important project and the deadline is August 1st and I think we can finish this project on time. In fact, maybe we can finish earlier before the deadline, which would be great!

This project will help us to get more people to visit our website, so I'm working hard to improve our website content to increase our website traffic. I think we can improve the number of people who visit our website by around 10%.

This is much more professional and effective.

I'm currently working on a project to improve our website. The objective of this project is to upgrade the website content, so that we can increase our website traffic.



Actually, we faced a setback with a supplier, but I took immediate action to handle this situation. I replaced the supplier and by taking this step, I got the project back on track.



By the end of this project, we expect to increase our daily website traffic by around 10%.

In terms of timeframe, the deadline for this project August 1st. We expect to complete it by July 15th, which means we'll finish two weeks ahead of schedule.



What are the characteristics of leadership communication?

Business
Communication
is about one
thing:

CLARITY



Structured & Concise

objective

challenge

expected result

status

I'm currently working on a project to improve our website.

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Result-Driven Language

objective
expected results

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Proactive & action-oriented Language challenge – action - result

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Proactive –
result-oriented
language

Our sales revenue dropped dramatically in Q3.
That's why I **put a plan in place to** improve our marketing, **which allowed us to**
generate more marketing leads.

We missed some important project deadlines.
To deal with this, I **took [immediate] steps to**, **which made it**
possible for us to

We lost some key talent to our competitors, **so I took action to**,
which meant we could

Our website traffic dropped by 30% last quarter. **To resolve this issue, I put a**
plan in place to **By taking this step,**

Characteristics of a Leadership Communication Style: Summary



Structured & Concise



Result-Driven Language



Proactive & Action-Oriented Language





COMMUNICATION SCENARIO 1

How would you communicate this to your manager?

- Your team is working on a project at the moment. You are doing this project because you want to make your customer communication better.
- If you can communicate better with your customers, you'll be able to keep your customers and make sure they don't move to one of your competitors.
- You believe that improving your customer service will help you to keep 20% more of your customers.



My team is working on a project to improve our customer service.

The objective is to enhance our customer communications.

This will allow us to retain our customers.

When this project is completed, we expect it to increase our customer retention by 20%.



Key Takeaways

What are some of your key takeaways so far?



Something valuable that you can use immediately in your work.



Something that you didn't realize was really important.



Anything else that you'd like to share with others.



PART 2

Build Trust and Foster Collaboration
through Communication



Leadership communication isn't just about what you communicate, it's about how you communicate.



People in a leadership role use communication for a variety of reasons:

- establish and build credibility
- gain influence
- build and manage teams
- clarify goals, objectives
- and many others

But there are some common characteristics that are important for people in a leadership role.



Communication Scenario

How would you communicate in this scenario?

During an international conference call, one of your colleagues said that she believes the company should invest 90% of the marketing budget on Facebook.

You don't think this is a good idea. In fact, you think it would be a big mistake.

*Is this a good way to communicate in this situation.
Type 'Yes', 'No' or 'Maybe' in the chat box*

I don't think it's a good idea to invest 90% of our marketing budget on Facebook!





I don't think it's a good idea to invest 90% of our marketing budget on Facebook!



The language is too direct and will probably lead to an argument.



The language is also very critical and negative

Show Empathy

I understand your point and I have a slightly different viewpoint.

I believe we should consider investing 60% of the budget on Facebook and 40% on other online marketing channels.

I understand your point

I have a slightly different viewpoint

I believe we should consider

= empathy

= I listened to you

= very soft language





What would you say to Jack in this situation?

You need Jack's support with a project. Actually, this isn't a top priority for him, so he doesn't really have to help you.

*Is this a good way to communicate in this situation.
Type 'Yes', 'No' or 'Maybe' in the chat box*

Jack, I need you to send me the latest customer data by tomorrow. This is very important to me.



Jack, I need you to send me the latest customer data by tomorrow. This is very important to me.



Actually, this is not really an appropriate communication style in this situation.



- I need is very direct – like an order
- by tomorrow is also very aggressive

Show Respect



*I understand that your team is very busy,
so I'd really appreciate your support.*

*Would it be possible for you to send me
the latest customer data when you get
time?*

I understand that your team is very busy = respect your time
I'd really appreciate = extra polite
Would it be possible? = soft language

Your colleague suggest increasing your prices.
What would you say if you don't agree with him or her?
[Type 1, 2 or 3 into the chat box.]

1

I don't think that is a good idea. It would be a mistake to increase our prices and we'd lose a lot of customers.

2

While I understand your point of view, I do have some concerns about increasing our prices. It might have a negative impact on our current customers.

3

I'm not sure that's a good idea. I understand your point, but I don't think you understand the situation.



Be Diplomatic

1

I don't think that is a good idea. It would be a mistake to increase our prices and we'd lose a lot of customers.

2

While I understand your point of view, I do have some concerns about increasing our prices. It might have a negative impact on our current customers.

3

I'm not sure that's a good idea. I understand your point, but I don't think you understand the situation.

- While I understand your point = empathy
- I do have some concerns = diplomatic
- It might have = soft language



What would you say to Tom in the UK?

You've already requested support from Tom, but he hasn't taken any action and you need his support to move forward with a project.

How would you communicate in this situation?



Be collaborative



We'd like your support in this project. Having your support means we can complete the task on time. Without your support, we won't be able to move to the next stage. I know your team is busy, so I'd appreciate your help inputting the data. Is that possible?

Having your support means we can	= emphasize collaboration
Without your support	= emphasize teamwork
I know your team is busy.	= empathy, respect
Is that possible?	= soft language



How could you communicate this more professionally?

Tina, you need to submit that report by Friday.

Be inclusive



How could you communicate this more professionally?

Tina, you need to submit that report by Friday.

- Tina, I'd like you to submit that report by Friday.
- Tina, I'd appreciate if you submitted that report by Friday.



How could you communicate this more professionally?

Linda, you need to improve your poor performance.

Be positive & supportive



How could you communicate this more professionally?

Linda, you need to improve your poor performance.

Linda, I'd like to see you reach your full potential, so let's talk about some areas for you to focus on.

Summary

1. Show empathy
2. Show respect
3. Be diplomatic
4. Be collaborative
5. Be inclusive
6. Be positive & supportive





Key Takeaways

What are some of your key takeaways so far?



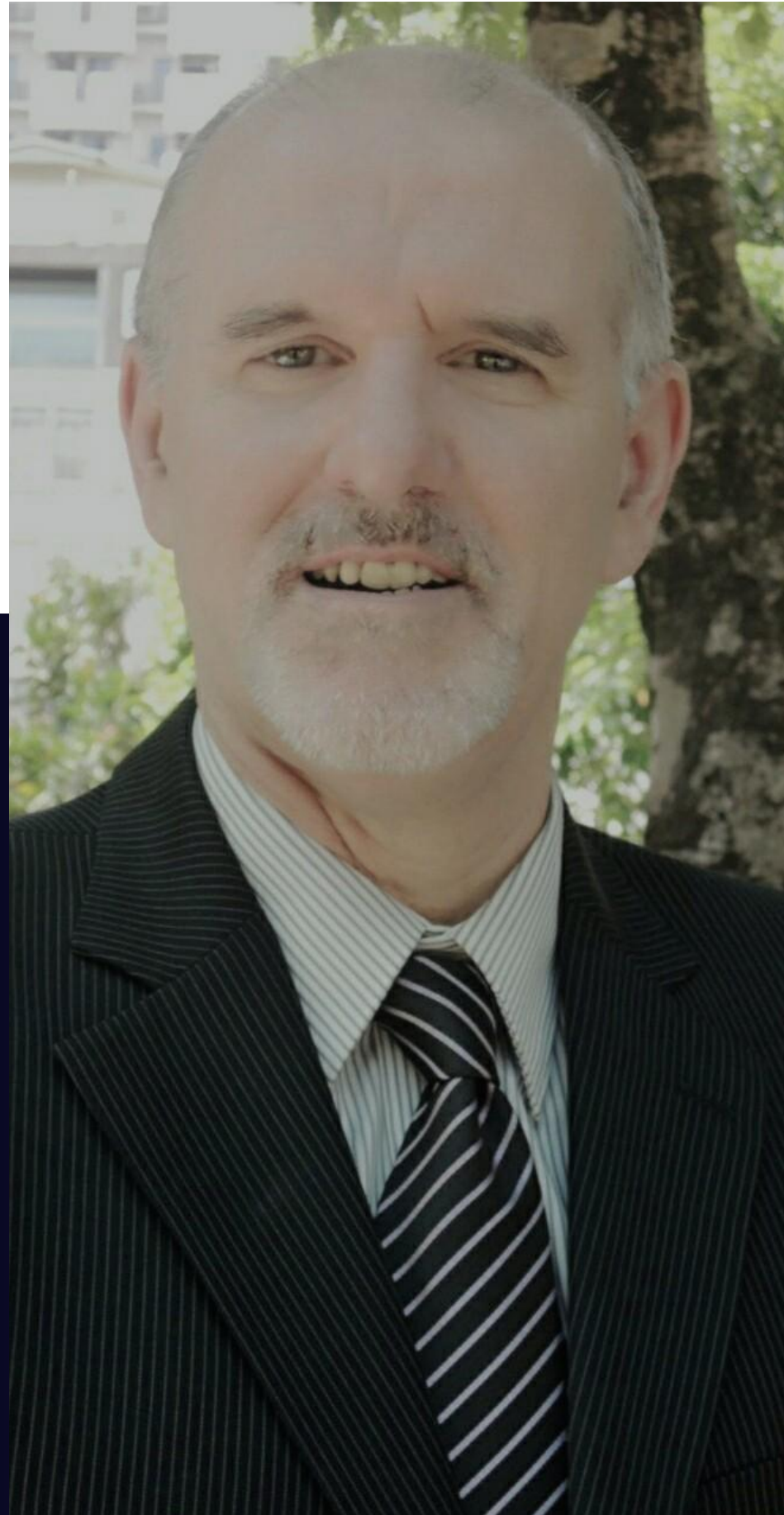
Something valuable you learned from the content.



Something that you didn't realize was really important.



Anything else that you'd like to share with others.



Summary



The Characteristics of a Leadership Communication Style

- Structured & concise
- Result-driven language
- Proactive & action-oriented language



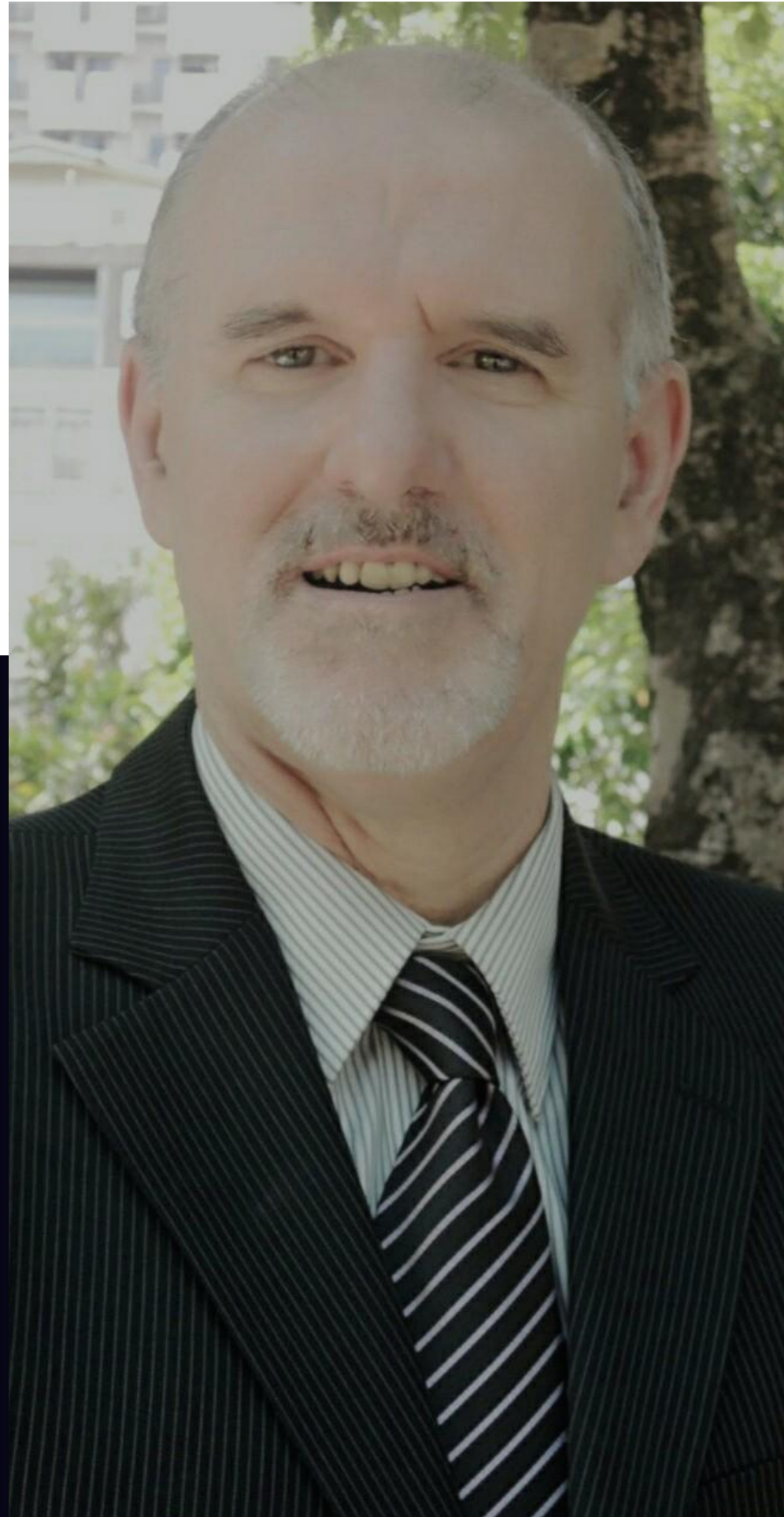
Build Trust and Foster Collaboration through Communication

- Show empathy & respect
- Be diplomatic & collaborative
- Be inclusive, positive & supportive

A dark, grainy photograph of a crowd at a concert. Many hands are raised in the air, suggesting a high-energy performance. The lighting is low, with some highlights on the raised hands and the crowd. The background is mostly black, with some vertical lines visible, possibly from a stage or lighting rig.

Q&A

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