Effective Leadership Communication

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Communication Model

Sender

Encoding

Message

Decoding

Receiver

Sender's frame of reference

Feedback

Receiver's frame of reference

Source: Wilbur Schramm
Perception $=$ Reality
Current Personality

“How would others describe you, if they had to describe you to another person?”
Touchpoints

Brand

Pre-Presence

Post-Presence

Presence

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Curb Appeal
Distinct
Reputations
Your Writing Style

1. Choose positive words
2. Refrain from preaching
3. Avoid anger
4. Use correct mechanics and appropriate tone
First Impressions

• Be on time and be prepared.
• Befriend the gatekeeper.
• Measure the mood.
• Make ‘friends.’
Be a great presenter

- Connect
- Avoid HAG
- Facial Expressions
- Vary Your Voice
Persuasion

Key questions
Prop/visual
Audience involvement
Data/Research/Facts
Testimonial/Eyewitness
Immediate action
Thank you