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Leadership Communication Skills Development

Making your message powerful,
motivating and inspiring

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of Master's Degree Program in
Industrial Engineering for Thailand Sustainable Smart Industry



“LEADERS share VISION with PASSION to PEOPLE.”

1. BREATHLESS X 3
2. REPETITION X 3
3. BALANCE X 3
4. METAPHOR
5. EXAGGERATION
6. RHYME

SPEAK LIKE A LEADER





<https://www.youtube.com/watch?v=bGBamfWasNQ&vl=ja>



6 TIPS TO SPEAK LIKE A LEADER

3x Breathless Sentences

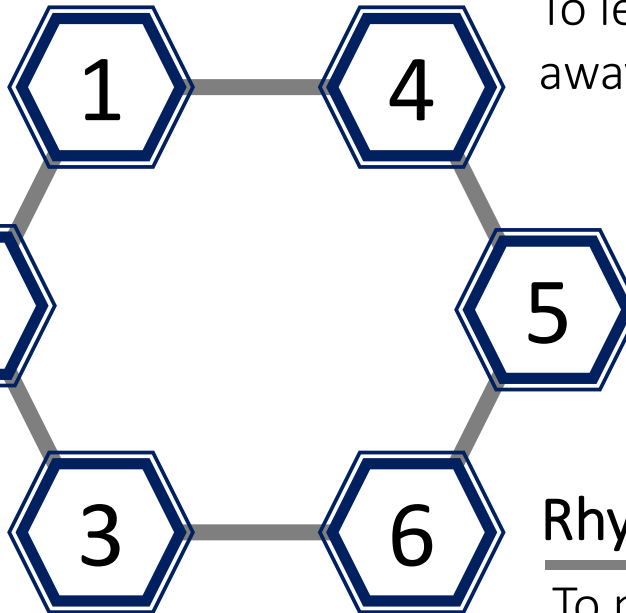
To make your topic sound more compelling and convincing.

3x Repetitive Sentences

To make a point that sweeps audiences away and to make them feel your passion.

3x Balancing Statements

To create balance with opposites. Our brains are tuned to like balance.



Metaphor

To lead people towards things or away from things.

Exaggeration

To demonstrate an emotion for a certain topic and to create connection with audiences.

Rhyme

To make audiences believe in something. Rhyming and short words make it easier to understand and accept the message.



These are for grabbing your audience's attention and keeping it firmly focused on your idea.

Make It Memorable: The Personal Touch

Ask yourself:

Which of these 8 ways to make your idea memorable seems appropriate given the specific circumstances?

1. Make it vivid.
2. Use demonstrations and symbolic actions.
3. Put your heart into it.
4. Tell a story.
5. Personalize it.
6. Make it a puzzle.
7. Build bridges with analogies and metaphors.
8. Force your audience to think.





Cultivate Your Leadership

Step 1 – Survey Your Situation

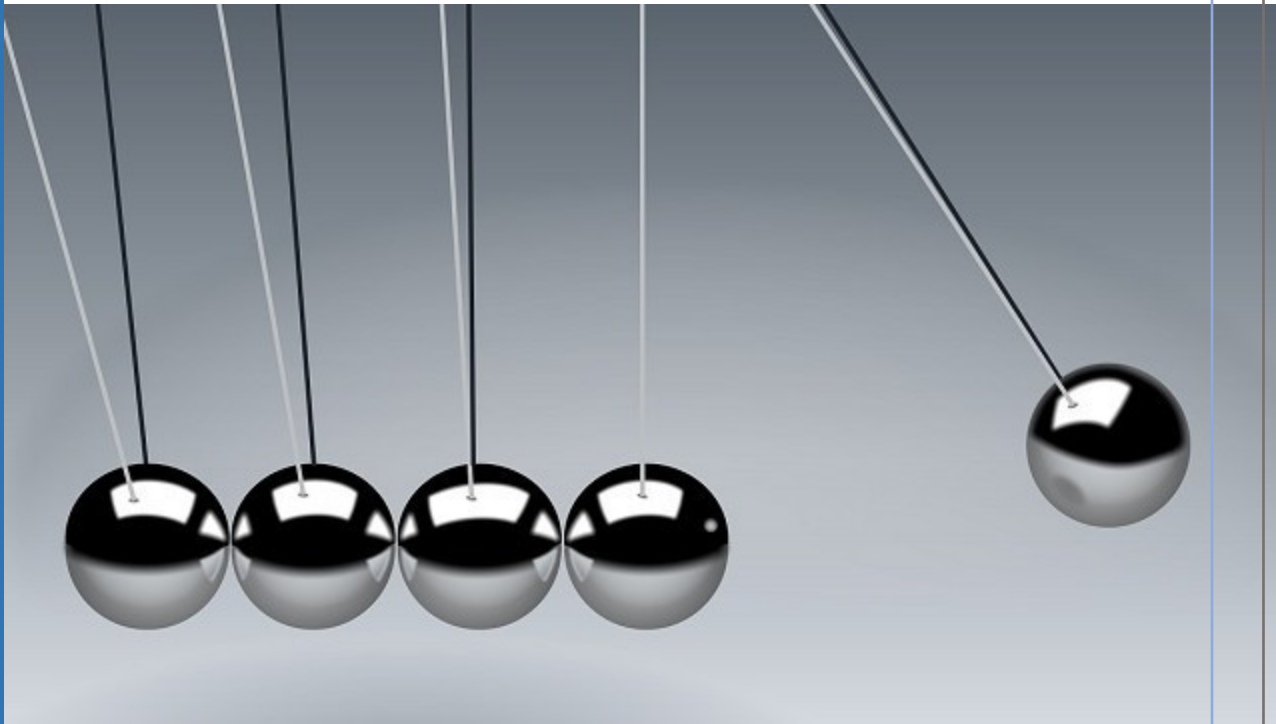
Step 2 – Confront the 5 Barriers

Step 3 – Make Your Pitch

Step 4 – Secure Your Commitments



Newton's First Law of Organizations



An object at rest tends to stay at rest and an object in motion tends to stay in motion with the same speed and in the same direction unless acted upon by an external and unbalanced force.



Turning Your Ideas into Action

Gaining Individual Commitment


1. Take a concrete action that
2. Requires effort,
3. Is freely chosen, and
4. Is observed by or known to people other than you.





Organizational Commitment: Managing Politics

8 Political Moves

- 
1. Find a simple theme that captures your idea
 2. Get your idea on the agenda – create a sense of urgency
 3. Score small wins early and broadcast them widely
 4. Form key alliances to broaden your base
 5. Create a snowball effect
 6. Be flexible – respond and adjust
 7. Lock it in
 8. Secure appropriate credit

Shell, G. R., & Moussa, M. (2007).

The art of woo: using strategic persuasion to sell your ideas. Penguin.

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Step 1: Survey Your Situation, that is

- Forge and polish your idea,
- Map the decision process you face by understanding the social networks within the organization,
- Assess your persuasion style,
- Confirm your own level of passion for the proposal.

Step 2: Confront the 5 Barriers, including

- Negative relationship,
- Poor credibility,
- Communication mismatches,
- Contrary belief systems, and
- Conflicting interests.

Then transform these 5 barriers into assets

Summary

Step 3: Make Your Pitch by

- Presenting solid evidence and arguments and
- Using devices to give your idea a personal touch.

Step 4: Secure Your Commitments by dealing with politics at both

- The individual level and
- Within the organization.





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Thank You

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