

# Great Communicators Make Great Leaders

*John draws on years of experience as a practitioner and teacher of executive communication. I recommend him to anyone who wants to get results from communications.*

**Chuck Snearly**  
 Director, Stakeholder Communications  
 Ford Motor Company

## *Helping Men and Women Achieve the Leadership Edge*



*John positions communications where it belongs – as a leadership must-have. His stories and his guidelines make it easy for anyone to understand how important leadership is to building trust and having a positive impact.*

**Sergio O. Fernandez**  
 VP, U. S. Sales  
 Renal Division  
 Baxter Healthcare Corp.

Can a leader’s words really make a difference? They can if they help the organization achieve its goals!

Communication is the easiest leadership skill to acquire and the hardest to practice. Why? Anyone in a supervisory position can speak. But leaders soon learn that speaking is not the same as communicating.

Leadership communications is the synthesis of thought, word, and deed in

ways that enable a leader to get a message across in ways that connect with people and resonate throughout the organization.

**The purpose of leadership communications is straightforward: build greater levels of trust and drive results.**

When you think about it, communication lies at the heart of everything a leader must do. A glance at this grid will explain the integral role communications plays in leadership.

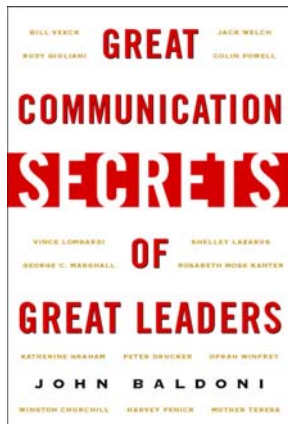


With communications, everything becomes possible. Individuals know and understand their roles in the organization. Teams know where they are headed and how to get there. Leaders rally people in support of the goals and enable them to succeed.

Author/consultant John Baldoni speaks to the nature of leadership communications and how leaders can make their leadership messages reach the people they need to reach in ways that deepen trust and achieve results for the individual, the organization, and the team.

Among the topics John covers are:

- 4I's Messages: Inform, Invite, Involve, Ignite
- Who should speak and why
- Who should listen and why
- Marketing the Message
- Leading with Questions
- The Power of Story
- Restoring Credibility
- Planning for Impact



Many of the lessons John draws upon are contained in his newest book, *Great Communication Secrets of Great Leaders*. Featuring profiles of men and women leaders such as Winston Churchill and Mother Teresa, *Great Communication Secrets* provides practical answers to today's leadership challenges.



**John Baldoni** is a leading authority on how leaders develop, deliver, and sustain their leadership messages. For more than twenty years John has been working with men and women leaders at all levels to help them put their ideas into words and their words into action. His clients include Fortune 100 companies such as Ford Motor Company, Baxter Healthcare, Pfizer and Kellogg's as well as entrepreneurial startups and non-profits. John also teaches in a management development program at the University of Michigan.

As an author, speechwriter, teacher and consultant, John understands the power of words and positive actions they can stimulate. His keynotes and workshops open the door to leadership communications that give leaders insights into how to become more effective communicators, and in the process more effective leaders.

For more information on John, please visit his website at [www.johnbaldoni.com](http://www.johnbaldoni.com). If you'd like John to speak to your group, call him at 734/995.9992 or email [jbaldoni@LC21.com](mailto:jbaldoni@LC21.com)