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# HOW TO MAXIMISE YOUR IMPACT AS A LEADER:

THE 3 STEPS TO  
COMMUNICATION SUCCESS

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As a leader, at any given time you are working to inform, inspire, engage and ultimately persuade your:

- Team to follow you
- Customers to buy from you
- Manager to promote you
- Peers to support you
- Investors to back you
- Industry to look to you and learn from you.

You are constantly looking to make a positive and lasting impact on any number of different stakeholders in order to evoke a response, action or reaction.

Before you can successfully influence these key stakeholders, you first need to **connect** with them. And to connect with them, you need to **communicate effectively** with them.



Think of the leaders who have made some of the greatest contributions to society: *Bill Gates, Steve Jobs, Oprah Winfrey, Martin Luther King, Winston Churchill, Richard Branson*. They all know that **to be an effective leader**, you need to be an **effective communicator**.

Communication is most effective when it is conducted with the audience in mind. Yes, that's right. I hate to be the one to tell you this, but it's not about you. It is always about your audience!

So before they engage with one or one hundred of their stakeholders in a conversation, a keynote speech, or through the written word, effective leaders will set themselves up to achieve their desired outcome.

By following these **3 simple steps to communication success**, effective leaders will connect more meaningfully with their audience and pave the way to contribute with maximum impact.





# To maximise *your* contribution as a leader, start by following these **3 Steps to Communication Success!**

## STEP 1: Get clear on **WHAT** you want to convey

- What is your central idea; the critical information, the overarching thought, the underlying challenge, the crucial question...the **key message** that you want your audience to walk away with?
- This is the **one thing** you want or need them to know, understand and remember the next day... the next week...ongoing. If they remember nothing else, you want them to remember your key message.
- Studies have shown that immediately after listening to someone talk for 10 minutes, the average listener has heard, understood, evaluated and retained approximately 50% of what was said. Within 48 hours, that drops to just 25%.

So ask yourself: *what do you want that 25% to be?*

### TOP TIP

Think of your key message as a headline. Make it short, easy to remember and easy to repeat. For complex messages, try breaking it down into easy-to-digest points.

## STEP 2: Understand WHO you are communicating with

- Who is your audience? What do you know about them? What do they know about you?
- Consider their demographics, psychographics and the context in which they will receive your message:
- **Demographics** - visualise your audience
  - How old are they?
  - Are they male or female?
  - Do you know their ethnicity, culture, race, and/or religion?
  - What's their education level?
  - What is their profession and experience?
  - Are they introverts or extroverts?
  - What's the size of your audience? Are they a homogenous group or not?
  - How does all this relate to you? Are you similar or different? In which areas?
- **Context** - in what context will your audience receive your message?
  - How will you deliver your message?
  - When will you deliver it?
  - Where will your audience be when they receive it?
  - Where will your audience be in relation to you?
  - What frame of mind are they likely to be in?
  - What distractions might there be that could prevent your audience from hearing your message?
  - Is your message part of a bigger conversation? What is that conversation?
- **Psychographics** - dig beneath the surface of your audience
  - What are their hopes, wants, challenges, frustrations and/or fears?
  - What inspires or motivates them?
  - What do they value or care about most?
  - What's their current knowledge of your topic?
  - What do they want to know?
  - What do they need to know?
  - What are their expectations?
  - What terminology, theories, concepts, processes, tools are they familiar with?
  - Are they neutral, or likely to agree or oppose your message?

### TOP TIP

Use your knowledge of your audience to align your key message with their 'WIIFM' (What's In It For Me?)



### STEP 3: Clearly pinpoint WHY you are telling them...

- What is your goal, objective, or intention?
- What are you trying to achieve with your communication?
- Where are you trying to shift your audience from and to?
- What response, action or reaction are you looking for from your audience?
- What do you want them to think, feel, say, do, or stop doing as a result of your message?

#### TOP TIP

Remember to factor in a call to action or a feedback loop to determine whether your communication has been effective .

### ...and WHY they should listen

- Why should your audience care about what you have to say?
- What benefit or value will they get from hearing what you want to convey?
- What will they learn or leave knowing/thinking/feeling that they previously didn't?
- What will it cost them, or what will they miss out on if they don't hear your message?

Before you write your next email, make your next phone call, attend your next meeting, or deliver your next talk, be sure to **maximise your leadership contribution** by giving yourself time to **prepare** with these **3 Steps to Communication Success**:

1. **WHAT?**
2. To **WHOM?**
3. and **WHY?**

By continually **practicing** the process of working through these 3 steps, you will become a more conscious and effective communicator. You will start to connect more meaningfully with your audiences, and set the stage to achieve results and make a positive and lasting impact as a leader.





# *Effective communication* is a skill - it takes **preparation, practice** and perseverance.

## **Fast track your success** with a **FREE** consultation!

As a communications coach and consultant for current and future leaders, I've helped Managing Directors of major corporations; Senior Managers, Team Leaders and Project Managers; leading entrepreneurs and small business owners, develop their communication capabilities to deliver business results and maximise their leadership contribution.

I'd welcome the chance to do the same for you!

Head to **[www.btscommunications.com.au](http://www.btscommunications.com.au)** now and book a **FREE** consultation with me.

### **I'll help you:**

- ✓ Identify how you want to show up and speak up as a leader
- ✓ Understand any communication barriers that are holding you back
- ✓ Break down these barriers with some easy-to-implement techniques
- ✓ Increase the effectiveness of your communication immediately
- ✓ Create your own personalised pathway to more meaningful connections with your key stakeholders

...because if you can successfully develop that connection, then persuading your stakeholders to follow you, buy from you, promote you, support you or learn from you becomes a reality and you will be maximising your impact and contribution as a leader.

Whatever type of leader you are - or want to be - and whatever contribution you want to make, don't let ineffective communication stand in your way.

Book your **FREE consultation** today at  
**[www.btscommunications.com.au](http://www.btscommunications.com.au)**  
and let's get started!

**Communicate. Connect. Contribute.**

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