

Module 5 outlined why positive influence is important in leading others and how to develop our positive influence.

*We can be an example,
but we need
effective interpersonal skills
to provide that influence.*



0



Module Six Effective Communication- “The WHY”

Objectives

- Be aware of and better understand the importance of communication.
- Gain insight into effective communication skills.
- Demonstrate knowledge of key communication skills.

2

Definition of Communication

Communication is simply the act of transferring information from one place to another, whether this is:

- **vocal** (using voice)
- **written** (using print or digital media such as reports, websites, or emails)
- **visual** (using logos, maps, charts, or graphs)
- **non-verbal** (using body language, gestures, and the tone and pitch of voice)

3



Maxine Wheeler

Bureau Chief, Training

Role of Communication

Effective Communication Enables Us to:

- Better understand and connect with the people around us
- Build respect and trust
- Resolve differences and manage conflict
- Foster environments where problem solving and decision making occur more easily
- Create an environment of creativity and innovation
- Lead teams and groups
- Maintain a collaborative environment

5



Randy Estes, PE

6th Division Engineer, Retired

Role of Communication

*Leaders don't have all the great ideas;
they provide support for those who want to contribute.
Leaders achieve very little by themselves;
they inspire people to come together for the good of the group.
Leaders never start with what needs to be done.
Leaders start with why we need to do things.*

Simon Sinek

Start With Why: How Great Leaders Inspire Everyone to Take Action

7



Don Lucas

Assistant Chief Engineer-Retired

Effective Communication

*The number one criteria
for advancement and promotion for professionals
is an ability to communicate effectively.*

Ralph G. Nichols
Father of the Field of Listening

9

*Developing excellent communication skills
is absolutely essential to effective leadership.*

Gilbert Amelio
President and CEO of National Semiconductor Corporation

10

Biggest Leadership Issues

- Lack of a well-communicated vision
- Lack of courageous communication
- Toleration of mediocrity due to the lack of communication
- Poor execution of key plans and ideas due to the lack of communication

“... a lack of open, honest, robust, and courageous communication.”

John Spence
Business Consultant, Advisor, and Author

11

Communication and Leadership

- NYDOT Director - Honesty
- NCDOT Director - Listening
- TNDOT Director - Trust
- MNDOT Director - Communication Strategy
- ALDOT Director - Commitment



12

Effectiveness Audit

Score the following questions on a scale of 1 to 10 with 1 being strongly disagree and 10 being strongly agree.

_____ ALDOT has a high degree of intentionally open and honest communication.

_____ Most ALDOT employees understand the importance of effective communication.

_____ ALDOT has a reputation of effectively communicating with the people we serve.

_____ Change at ALDOT is accompanied by ample and effective communication efforts.

_____ I am actively trying to become a better communicator.

13



John Cooper

Transportation Director

Effect Manage Change

Keys to Communicating Effectively as Leaders

- Give the impression that you are on the same team.
- Show respect.
- Learn how to use tone and body language.
- Never assume anything.
- Establish and maintain eye contact.



15

Keys to Communicating Effectively as Leaders

- Say what you mean and mean what you say.
- Ask for feedback to ensure the message you sent was accurately received.
- Recognize communication issues caused by technology.
- Effective receptive communication is based on good listening skills.

16



Barry Fagan, PE

Environmental Program Manager, Retired.

Intro to Effective Communication

Group Discussion

Discuss the following questions with your group. Select a member to report out your best answers (rotate reporters).

- How has ALDOT's communication culture affected employees?
- How has ALDOT's communication culture and reputation affected its ability to fulfill its mission?
- What steps are you taking to become a better communicator?

18

Final Thoughts

The single biggest problem in communication is the illusion that it has taken place.

George Bernard Shaw

To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others.

Tony Robbins

The two words 'information' and 'communication' are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through.

Sydney J. Harris

19