



# LAURA PELI

EXECUTIVE  
LEADERSHIP  
COACH





# Master the Art of Strategic Leadership Communication

# Today's Agenda

1

Effective Communication with Your Team

2

Navigating Difficult Conversations

3

Inspiring and Motivating Through Communication

4

Adjusting your Style

5

Measuring and Improving Communication Impact



Your Speaker

## Laura Peli, PCC

Performance & Executive Leadership Coach

Coaching Experience with C-Suite, VP, Seniors, Leaders

Co-directed a consulting firm for 7 years

Masters's Degrees in International Business, Management

Creator & Facilitator of +300 Workshops / Webinars

Love cooking, comedy shows production, portrait photography



# Effective Communication with Your Team

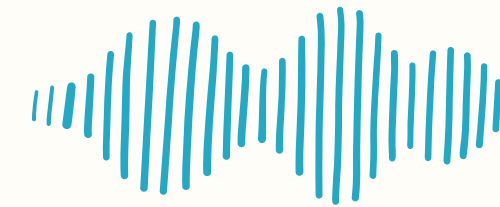
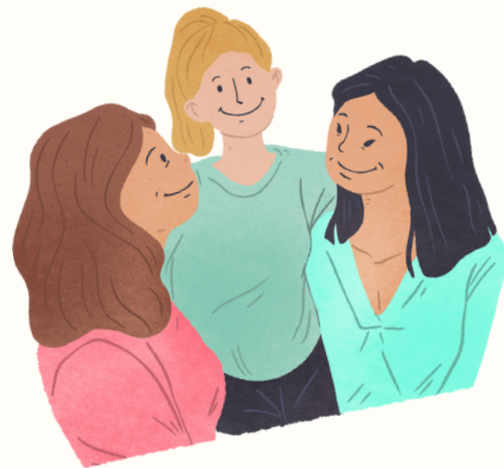
# As a leader, your effectiveness depends on your ability to

Articulate a **compelling vision**

Practice **active listening**

Shape strong **relationships**

Embrace **flexibility**



These qualities will empower you to inspire and motivate others towards achieving organisational goals

# Compelling Vision

The beginning of any remarkable journey is marked by a vision



As a strategic leader,  
you will create a **captivating vision**  
that deeply connects with your team

# Active Listening Tips

*Active listening encourages respect & empathy*

## Be Mindful

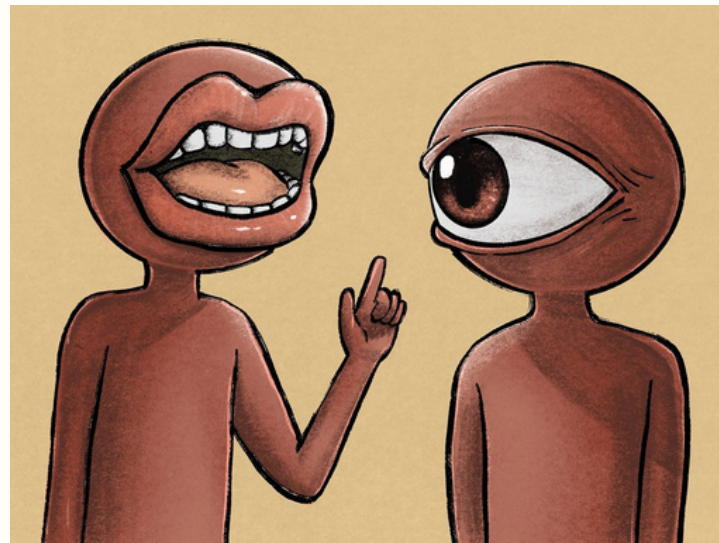
- Bringing your attention to the present moment
- Engage your senses
- Practice non-judgmental awareness

## Reflective Listening

- Reflective listening techniques enhance active listening by demonstrating empathy
- Mirroring (repeating key phrases back to the speaker)
- Rewording the speaker's emotions to better understand them

## Non-verbal Cues

- Facial expressions, body language and tone of voice
- Detect subtle cues, deepens your comprehension of the speaker's emotions and intentions
- Decoding nonverbal signals helps to grasp the speaker's message
- Positive body language—like friendly gestures, good posture, and eye contact help build trust and connection





# Building Relationships



*Leadership based on strong and enduring relationships*

By promoting trust, open communication,  
and a **culture of mutual respect**, you create a foundation for your  
team to thrive, **supporting** each other  
through challenges  
and **celebrating** triumphs together

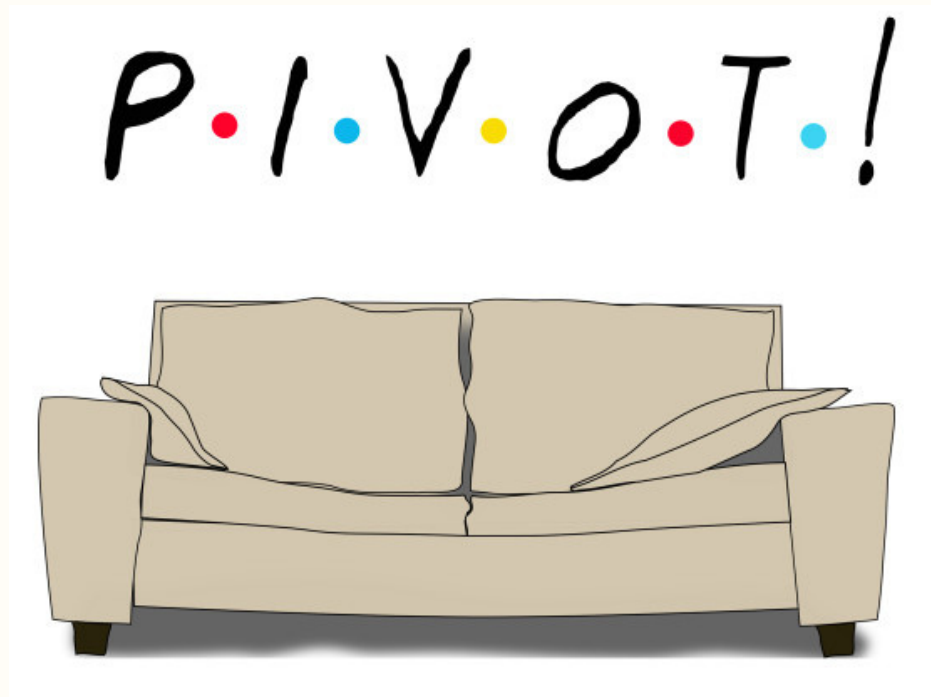


# Embrace Flexibility

*The business world is a constantly evolving landscape*

**Since the business world is constantly evolving  
you must be able to:**

Pivot your strategies:  
adjust your plan to improve  
your chances of success



Embrace change

Guide your team  
through uncertain times





# Navigating Difficult Conversations

# Difficult Conversations



Difficult conversations are part and parcel of any leadership role.

How can you master the art of navigating difficult conversations?

# How to master the art of navigating difficult conversations

State your intention

Be willing to compromise

Focus on the issue, not the person

Be respectful

Listen actively

Agree to Disagree

Don't be afraid to apologise

By incorporating these principles you can **navigate** discussions more constructively and **build stronger connections**

Here for you some practical examples



# Examples

## State your Intention



“I’d like to hear your take on this so we can figure out something that works for both of us.”

“Help me understand how you see this so we can find a solution that’s good for everyone.”

“I’m interested in your thoughts on this so we can come up with a win-win solution.”

## Examples

# Listen Actively

Active listening involves using all your senses to connect with the speaker (ears, eyes & intuition) to understand their perspective



IF I UNDERSTAND  
CORRECTLY,  
YOU'RE SAYING...



IT'S IMPORTANT  
TO ME THAT YOU  
FEEL HEARD AND  
VALUED

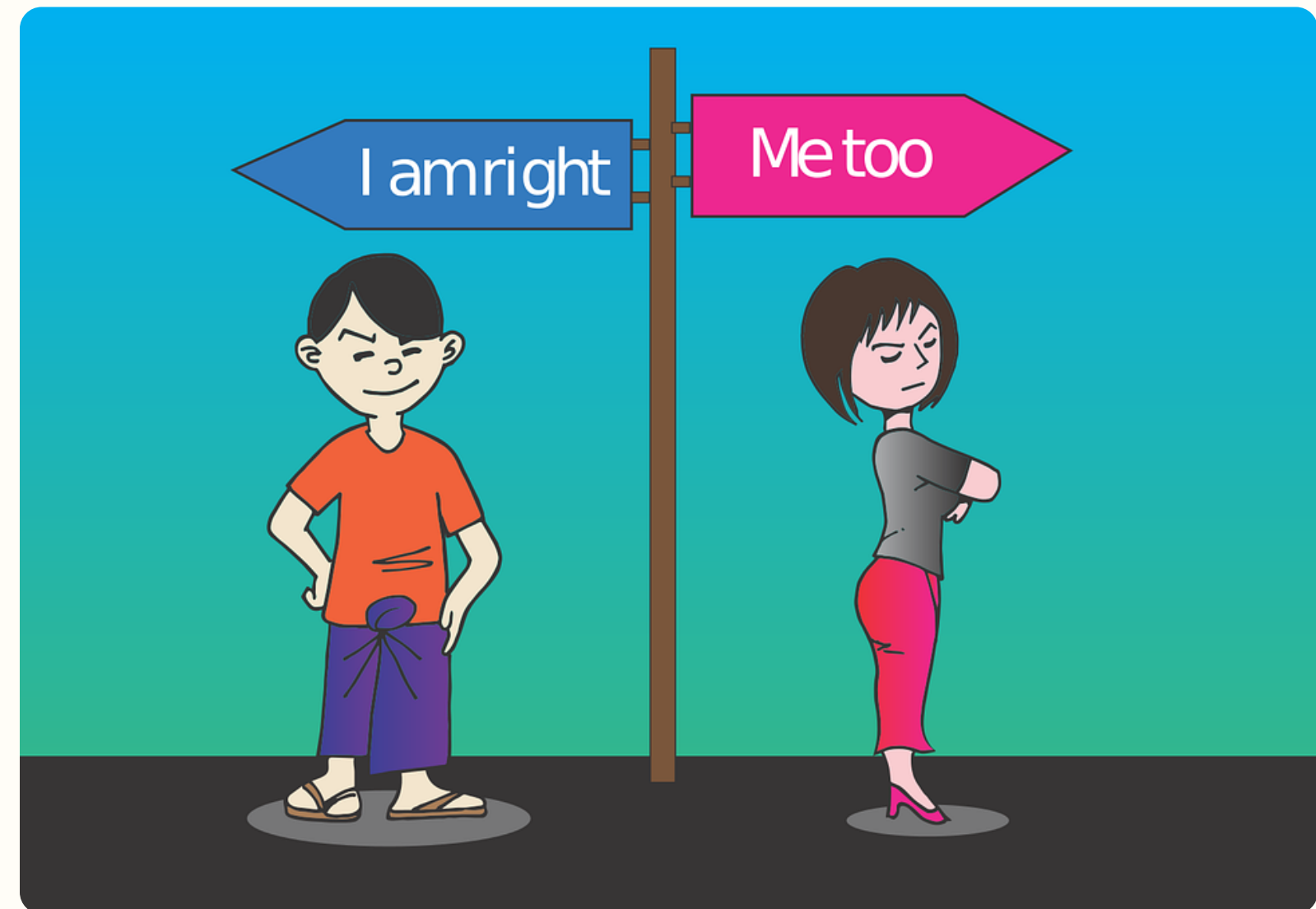


## Examples

# Be willing to compromise

“I’m open to finding a compromise on this point if you’re willing to consider my viewpoint on another matter.”

“I believe that by considering each other’s perspectives, we can find a solution that works for both of us.”



Example

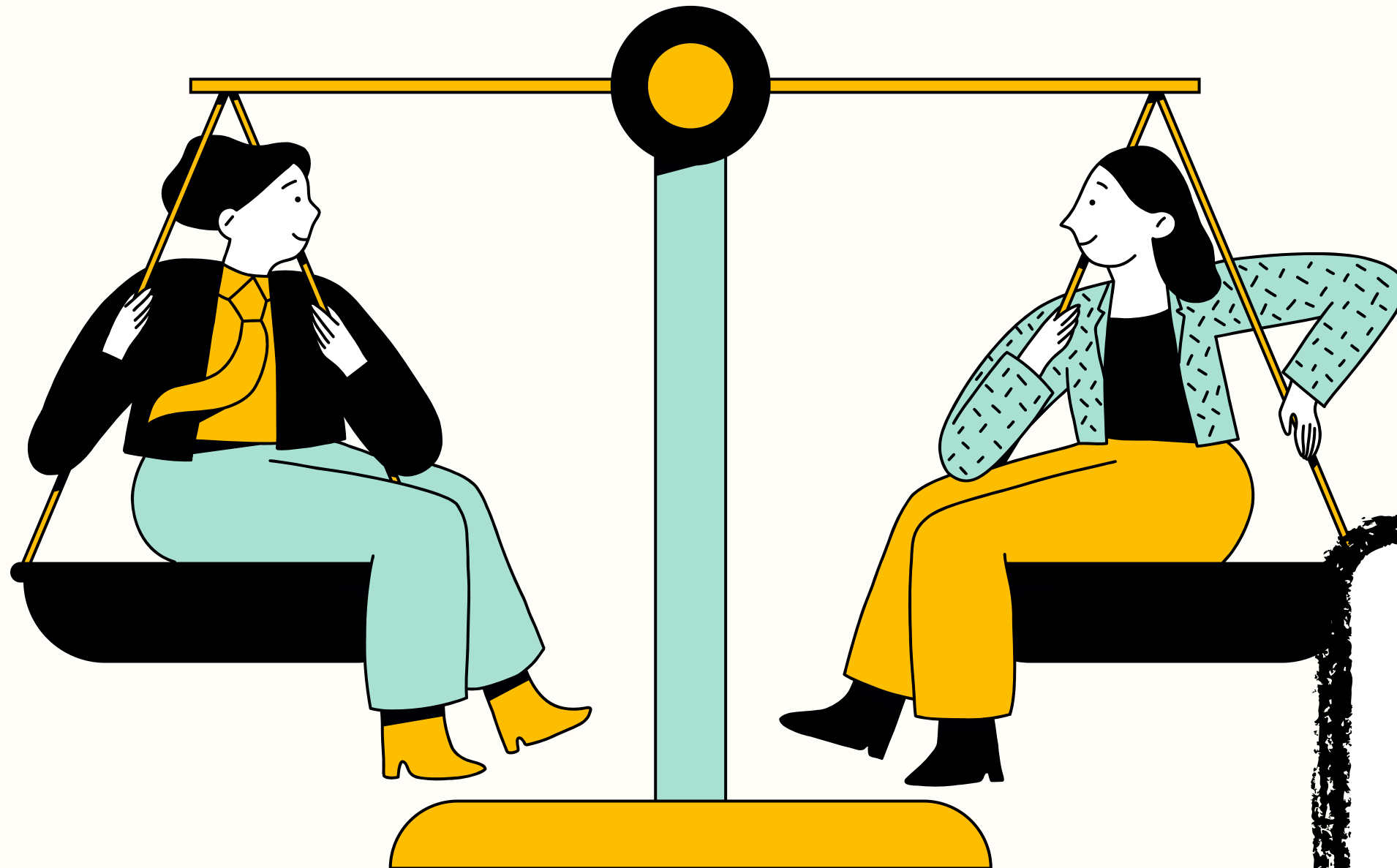
# Agree to Disagree

WE MIGHT NOT AGREE  
ON THIS POINT, BUT LET'S  
FOCUS ON AREAS WHERE  
WE CAN FIND COMMON  
GROUND !



Example

# Be Respectful



I APPRECIATE YOUR  
PERSPECTIVE,  
AND I HOPE YOU CAN  
SEE WHERE  
I'M COMING FROM



# Inspiring & Motivating Through Communication

**Authentic** Leadership is about **inspiring** and **motivating** others to reach their full potential

*Through effective communication, you can*

**Spark** the enthusiasm in your team 



**Empower** your team to give their best



Achieve results **collectively**

# Analyzing Inspirational Speeches

## Common Traits

Think about speeches that inspired you.  
What do they have in common?

Usually, they are characterized by:  
**powerful** language,  
**effective** communication techniques,  
and **emotional** appeals





# Adjusting Your Style



Understanding your context,  
enhances your ability to engage  
and influence effectively





In the public sector,  
political scenarios, government,  
you should use  
formal language and  
a structure to meet  
bureaucratic expectations





When communicating in the private sector, it's crucial to prioritize business outcomes, efficiency, and profitability.

To achieve this, you should adopt a more casual and results-oriented language that aligns with corporate objectives

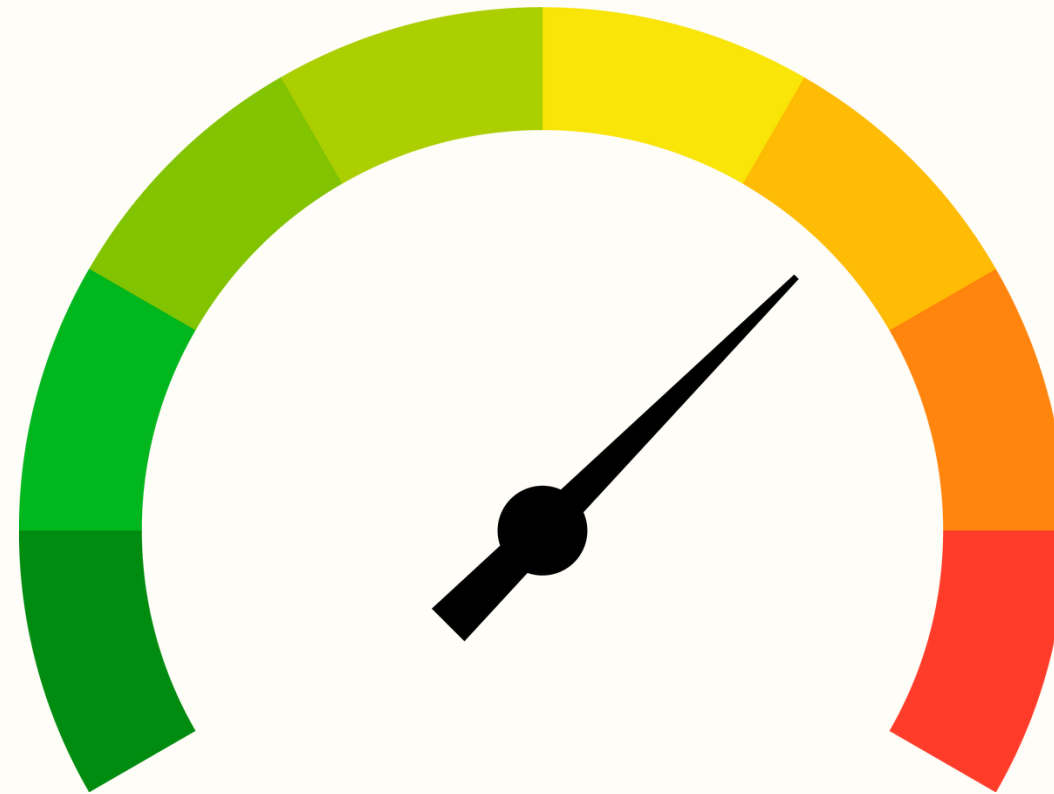
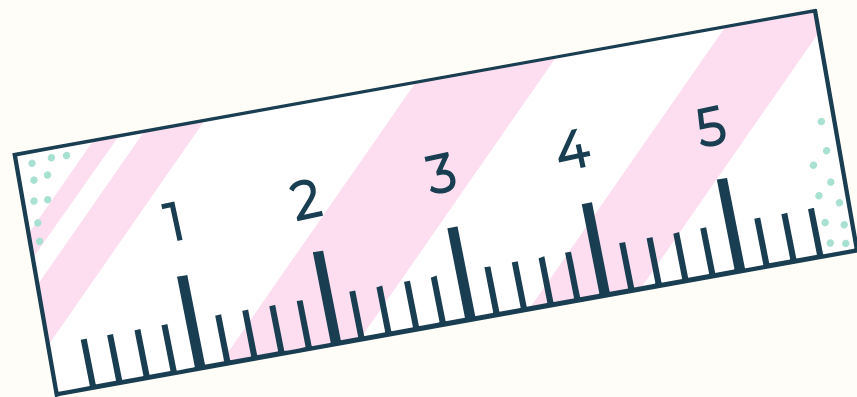




# Measuring & Improving Communication Impact

Strategic leadership communication evolves continuously

By measuring its impact, you can identify **growth areas**,  
and refine **strategies** for maximum **effectiveness**



# T i p s

## **Employee Surveys**

Regularly survey employees for feedback on communication. You can investigate message comprehension and satisfaction

## **Employee Turnover and Satisfaction**

Monitor turnover and satisfaction. Effective communication boosts your satisfaction and reduces turnover by keeping employees informed and engaged

## **Communication Rubric**

Use a communication rubric to assess effectiveness in your communication. Both the speaker and the listener can contribute to filling out a communication rubric

**Example**

# Communication Rubric\*

<b>Criteria</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
<b>Clarity</b>	Ideas are clearly and easily understood.	Ideas are generally clear but may need some clarification.	Ideas are somewhat clear but may be difficult to understand.	Ideas are unclear and difficult to understand.
<b>Conciseness</b>	Ideas are expressed in a concise and direct manner.	Ideas are expressed in a generally concise manner but may include some unnecessary information.	Ideas are expressed in a somewhat concise manner but may include a lot of unnecessary information.	Ideas are expressed in a rambling and unclear manner.
<b>Effectiveness</b>	The message is effectively conveyed and achieves its intended purpose.	The message is generally effectively conveyed but may not fully achieve its intended purpose.	The message is somewhat effectively conveyed but may not fully achieve its intended purpose.	The message is not effectively conveyed and does not achieve its intended purpose.
<b>Appropriateness</b>	The tone and style of the communication are appropriate for the audience and purpose.	The tone and style of the communication are generally appropriate for the audience and purpose.	The tone and style of the communication may not be fully appropriate for the audience and purpose.	The tone and style of the communication is not appropriate for the audience and purpose.

# Highlights



- The importance of a compelling vision
- Effective communication skills
- The significance of relationship-building
- The importance of adaptability
- How to handle difficult conversations
- The art of inspiring through communication
- Adjusting your communication style
- Continuous improvement tips

Any Questions 



# Thank you for our attention



If you want to take the next step  
in elevating your leadership, get in touch!

Email me at:

[laurapeli.coach@gmail.com](mailto:laurapeli.coach@gmail.com)



Connect with me on LinkedIn at:

Laura Peli, PCC