

A photograph of a long, modern staircase with metal railings, leading up a building towards a bright sky with clouds.

7 WAYS LEADERS RISE TO THE TOP WITH POISE

Reinvent your leadership style
to build a more loyal team

Some people push and shove their way to the top, losing fans and damaging their reputations along the way. While they think what they're doing is good for the bottom line, their brash style can deteriorate teams and decrease department effectiveness.

Others build a loyal following during their ascent. Their words and actions earn them the respect of both those above and below them on the corporate ladder. This creates a positive momentum which naturally elevates them to senior positions. These people are valued – even if their business unit is struggling – because they possess the soft skills needed to unify a department and boost productivity.



Because perceptions are forged in an instant, you need them to be favorable. At TruPerception, we help professionals use words, gestures and tone to close more deals, increase loyalty and communicate with confidence ... even in the most difficult situations.

Which kind of leader do you want to be?

The most coveted leaders have superior communication skills.

Whether you've recently been promoted to management or already direct the work of hundreds, investing in your personal communication skills can keep you on that ascending career path.

Knowing how to communicate with confidence, authority and poise, regardless of the situation, is a rare skill in business these days. These are the leaders who are in demand. These are the leaders who other executives want on their teams. They protect the company's reputation, close more deals and develop a loyal team.

Become the most valuable leader in your company with these 7 tips

1. Develop a copy bible

Copy bibles are all about you. They're full of pre-crafted messages about you for you to use online, in person and over the telephone to promote you. Done well, a copy bible provides the communication tools you need to manage just about every situation.



If you don't have one, you need to get one.

Copy bibles:

- **Guarantee a favorable first impression:** A polished elevator speech and proof points – the evidence of your value – help set the tone for new relationships.
- **Demonstrate confidence.** These pre-crafted messages will provide you with the precise language to use during 80 percent of your professional interactions. You'll never again be at a loss for words.
- **Build your reputation.** Copy bibles turn ordinary people into your personal brand ambassadors. Hearing consistent, well-constructed messages builds trust. It won't be long before others consider you influential. They'll want to hear from you and share your story.

2. Be prepared for the worse



Let's face it: You know something difficult *will* happen. And you may not be able to think straight when it does. So put in the work *today* to make it easier tomorrow.

The first step is to develop a list of difficult scenarios unique to your business and position.

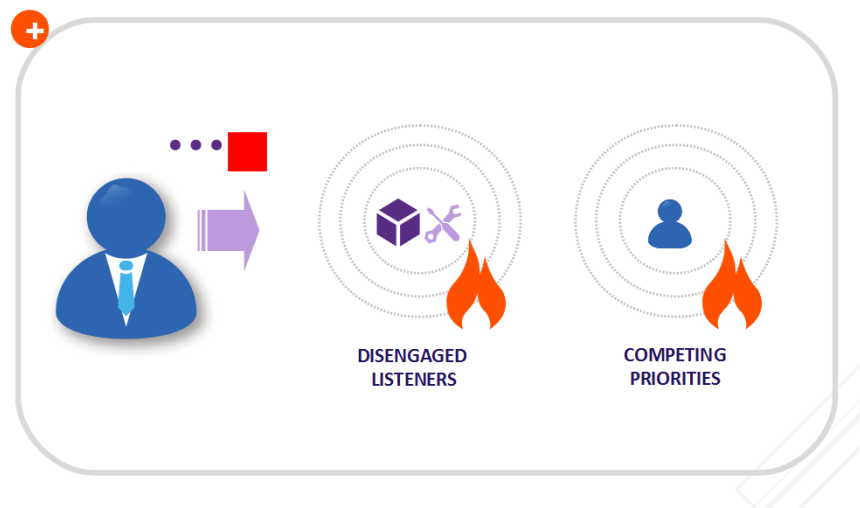
Perhaps it's a customer demanding an unwarranted refund, or a security leak or a significant layoff.

Then create a list of valid talking points which you can use to manage the situation.

Read a few of my tips [here](#).

3. Tackle workplace obstacles that hinder clear communication

Respected leaders don't let anything get in the way of delivering their message. They have tricks and tips up their sleeves to ensure that they get heard, regardless of the situation.



Here are a few tips to help you manage workplace issues:

- Taking sides. Suppose someone you manage complains to you about an increase in the company's healthcare costs. It might feel like the right thing to do is convey sympathy by agreeing. Don't! You have more influence than you realize. You need to be aligned with company goals and values. If you don't trust the company, why should anyone else?
- Inappropriate comments or jokes. Leading by example is golden in this situation. If you act with civility, so will others. If negative language or offensive comments do come up, avoid scolding. Better to take a neutral tone and explain some of the personal and professional risks involved.

4. Know how to deliver bad news



Work isn't always a bed of roses. There will be misbehaving clients, difficult coworkers and corporate shakedowns. To succeed in management, you need to be able to deliver any kind of unwelcome news without damaging your reputation.

What the most respected leaders know: The more difficult the news is, the more in-person you need to be. Use email sparingly in these situations. Stopping by a person's desk is better than pulling someone into your office. That tactic makes a person feel like they've been called to the principal's office. Good communicators can deliver any news without damaging the relationship.

5. Present like a pro

The most valuable leaders consistently deliver rock-solid and engaging presentations. They appear natural in front of an audience. Don't feel comfortable in the spotlight? You're not alone. Most people question their word choice, tone and voice in these situations. But with practice, you can boost your public speaking confidence.



Here are a few of my presentation tips:

- Determine what matters most to your audience. Then focus your presentation on this angle. If your audience wants to boost sales, make sure each of your points relate to that goal.
- Draw in everyone with a story or anecdote. Clearly demonstrate that what you have to say is worthwhile and not the usual snooze fest they're used to. Provide a "what's-in-it-for-me" to connect them to your topic. Say you're pitching a new CRM for tracking client interactions to a sales team. You could take this approach: "I've got good news: When I finish my talk, every one of you will have a surefire way to double, triple or even quadruple your sales!"

[More presentation tips](#)

6. Know how to sell (even if your position isn't in sales)



The best leaders get what they want, whether it's a meeting with the top decision-makers, a massive deal or their preferred workplace process. Their secret? They use advanced communication techniques to deliver clear and persuasive messages.

I help many professionals land big meetings or close lucrative deals, through my [ghostwriting service](#) or [private coaching](#). My [six must-do's for effective communication](#) get results.

7. Continue investing in yourself

If you're a manager who would like to advance your career and enhance your image, invest in yourself.



- Learn: Take management training courses offered through work, professional associations or adult education programs. My [self-learning courses](#) are a convenient way to sharpen your communication skills.
- Observe: Model your management style on a best-in-class pro, such as an individual who ranks high in employee engagement surveys.
- Practice: Perfect your people skills through face-to-face personal coaching.

Leaders who know how to communicate effectively build strong, productive and loyal teams. They develop a reputation as confident and in-control managers. They quickly become admired by both their staffs and those in the C suite.

One last tip: You can't rush success. Take it from this marathon runner, a slow and steady pace can get you where you want to be, whether it be the finish line or the board room.