

**American Management Association's
The Voice of Leadership:
How Leaders Inspire, Influence and Achieve Results**

LESSON ONE

The Voice of Effective Leadership

- Define Leadership
- Describe the Voice of Leadership
- Apply Five Principles of Effective Leadership Communication

Finding Your Leadership Voice

- Identify the Two Components of a Leader's Voice
- Describe Your Dominant Leadership Style
- Apply Each of the Four Leadership Styles Adaptively

LESSON TWO

Crafting Messages That Inspire Action and Results

- Gather and Organize Ideas Using Mind Mapping
- Pinpoint the Desired Results of Your Message
- Tailor Your Message to the Audience So It Resonates

Delivering Powerful and Understandable Communications

- Identify Strategies to Gain and Hold Attention
- Identify Strategies to Ensure Understanding

LESSON THREE

Setting Strategic Direction

- Differentiate Between the Strategic and Operational Direction
- Communicate the Strategic Direction (Mission, Vision, Values for Your Work Unit) in an Inspiring Way

Influencing and Inspiring Others to Action

- Identify the Nine Strategies for Influencing Others
- Select Effective Influence Strategies for a Situation
- Describe Ways to Boost Motivation in Others

LESSON FOUR

Delegating and Coaching for Improved Performance

- Explain How to Delegate in Ways That Prompt Others to Take Responsibility
- Describe Techniques for Coaching Poor Performance