

The leader as communicator

Business



Leader as a Communicator Leader as a Communicator Communication is an art and it is something, which could be considered more than science because it does not based on experimentation, observations and outcomes, but it includes, sound principles and a wide variety of themes. Sometime, communication skills are naturally gifted, but some other people have to work on it to develop good communication skills. In this paper, we shall discuss the importance of communication for the leaders and a role of leader as a communicator.

A leader plays most a crucial role in the organization and is highly responsible for leading other staff members of the company, for which they need good communication skills to interact with other individuals..

Intellectuals have pinpointed some core competencies that are essential for the leaders (Leading Concepts, 2012). An effective leader should have an ability to express information or convey his/her message explicitly and appropriately. He/she should understand the significances of good oral communication with colleagues, managers and other executive class office members. A leaders communication style should be efficient enough to grab listeners' attention and encourage them to fulfill the assigned task effectively (Leading Concepts, 2012). However, it has noticed that mass communication is more effective than the individual communication because in mass communication messages are designed more strategically that directly hit cognition of large audience and uniform passive perception that help all members to work with unity (Harris, 2009).

For developing good communication skills it is very important for leaders to develop good listening habit at first place. Then develop an ability to make eye contact during communication process (Barker, 2010). Moreover, it is <https://assignbuster.com/the-leader-as-communicator/>

important to always design messages in mind before triggering them to the audience and most importantly never send mixed messages. It is because mixed messages can reduce the effectiveness of the communication process and might contribute to weaken the accomplishment of desired aims (Barker, 2010).

From the above discussion, it has been noticed that for leaders it is highly important to develop communication skills in order, to polish their leadership qualities.

Reference List

Barker, A. (2010). *Improve Your Communication Skills*. London: Kogan Page Publishers.

Harris, R. (2009). *A Cognitive Psychology of Mass Communication*. New York: Taylor & Francis.

Leading Concepts. (2012, June 9). *Leadership Competencies*. Retrieved from Leadingconcepts. com: [http://www. leadingconcepts. com/leadership-competencies](http://www.leadingconcepts.com/leadership-competencies)