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a MESSAGE from SYLVIA

The First Class Manager Coach

Language of Leaders: The Impact of Spoken Words

Do you honestly know what you sound like to the people around you? Your executive team, your employees, your Board of Directors, your customers/clients, your colleagues, and your community? People observe and hear you all day long. Everything you



communicate either motivates or deflates them. Strengthens or weakens them. Develops or crushes them. Opens them up or shuts them down. Expands their view or narrows it. Every conversation, speech, message, question, and comment inspires or stifles. Your language carries a lot of weight. So does your volume, pitch, and tone. Indisputably, there is a link between language and leadership. Not quite getting the results you want? The problem may lie in what you say and how you say it. Think about it.

When you learn to leverage your language so you stand taller in leadership, others will like and respect you enough to follow you. In order to fulfill your organization's mission, you need them to follow you. By the way you talk you can positively or negatively impact your people and the bottom line. Almost without exception, successes and failures—large and small--can be traced back to words and how they were delivered. Recently an executive client told me about a difficult annual evaluation she conducted with one of her senior managers whose performance has been consistently inadequate for months. Obviously, such a conversation could have been a disaster. But it wasn't. Because the executive took the time to frame her words in a truthful yet empowering way, the employee perceived my client's genuine concern for him as a person, his career, and his future with the agency. Instead of feeling battered and demeaned at the end of that meeting, he felt energized to improve his game. He knew he was working for someone who believed in him—someone who wanted him to win so the organization at large would win.

Sylvia

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FEATURE ARTICLE

10 Characteristics of Exceptional Leadership Language

Interestingly, leadership language is not taught in schools. Further, there is no standardized or formally accepted language for leaders. But-- there are particular characteristics of this language that master leaders choose. When you learn to integrate these ten characteristics into your everyday speech as well as special event messages, you can leverage your

leadership. Take a look.

Exceptional leadership language...

1. CAPTURES AND HOLDS people's attention.

Confident and provocative, it attracts people so they are positioned mentally and emotionally to hear you.

2. FRAMES your conversations and messages in ways that resonate with folks.

Simple and clear, it uses words and phrases that have meaning to your listeners.

3. COMMUNICATES and SUPPORTS mission and vision.

Strategic and purposeful, it points to the organization's mission and reveals your personal vision.

4. DEMONSTRATES your competence, credibility, and humanity.

Informative yet humble, it proves your knowledge, skills, and experience while revealing a few of your own mistakes and the lessons you learned from them.

5. ENERGIZES your audience.

Animated and passionate, it stimulates people to jump in with both feet and take the next step.

6. SHARES appropriate, relevant stories.

Artful and entertaining, it illustrates key points in memorable ways that build a strong connection between you and your audience.

7. INSPIRES people to exceed their expectations—and yours.

Optimistic and motivating, it challenges people to be more, think more, do more,

8. INFLUENCES people to follow you.

Persuasive and magnetic, it invites folks to climb into your boat and do great things together.

9. SHINES LIGHT on possibilities.

Creative and open, it encourages people to think outside the box when solving problems, dealing with conflict, designing a new product, or developing a plan.

10. SPEAKS from the heart.

Empathetic and vulnerable, it lets people know (without a shadow of a doubt) that you care deeply about them as individuals and as a team.

Exceptional leadership language is powerful—not because it is loud or boisterous but because it paves the way to greatness for all who walk beside you. Richard Stone once wrote that “leaders live and die by the quality of what they say”. Sends shivers down your spine, doesn’t it?

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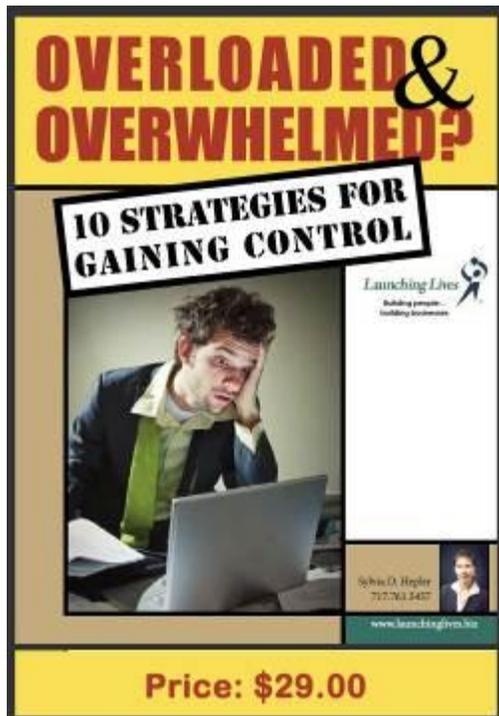
What Clients Say

My coaching experience with Sylvia showed me that I really do have the capabilities to be a strategic thinker and leader of a team. Coaching affirmed and dramatically enhanced my professional skill set, and that was very valuable for me. I improved my management style across the board. Despite my basic job competence, my confidence used to waiver at times—and that created a great deal of stress in my life. As a result of Sylvia’s steady support, my confidence level now stays consistently high. Challenging situations no longer unnerve me as they once did. Unquestionably, my work with Launching Lives, LLC was worth every penny of the financial investment.

---Donald Smith, General Manager, Capital City Mall

Offers and Opportunities

FREE TELESEMINAR: Details Below in [Where in the World](#) section



Now Available Online

OVERLOADED and OVERWHELMED? 10 STRATEGIES FOR GAINING CONTROL A Workbook

This downloadable product was created as a result of the highly successful July 25, 2012 teleseminar focusing on the topic of overwhelm and how to deal with it. [Click for more information](#) and to order.

RESOURCES

Sylvia recommends 3 outstanding books this month:

- 1) *The Language of Leaders: How Top CEOs Communicate to Inspire, Influence and Achieve* by Kevin Murray (2012) teaches you how to be a better communicator—one of the top three essential skills for CEOs. Content is based upon scores of personal interviews with leaders from global entities as well as small local businesses. Available on Amazon for \$25.
- 2) *The Secret Language of Leadership* by Stephen Denning (2007) focuses exclusively on the value of storytelling. Described by some experts as an absolute “must read”, it is easy to digest quickly. Available on Amazon for \$17.

3) *The Language of Leadership* by Roger Soder (2011) is a recipe for effective leadership by comprehensively exploring the art of persuasion. Available on Amazon for \$30.

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TIP

Seek feedback about how you sound to the people around you in the workplace. You may do this formally or informally through brief written surveys or individual casual conversations. Include representatives from different layers within your organization.

Make sure you inquire about the impact of your word choice, volume, pitch, and tone in various situations. Ask folks to provide specific examples that support whatever they choose to share with you. It's amazing what you can learn!

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Where in the World is SYLVIA?

On January 9, 2013 Sylvia will roll out her BRAND NEW group coaching program entitled: "From Loss to Light: A Blueprint for Rebuilding a Life That Works" by offering a FREE one hour promo teleseminar at 1:00 PM EST. She is birthing this program in response to her observations that all types of loss often negatively impact clients' job performance and life. The purpose of this program is to guide participants through their current or past personal and professional losses and provide them with the tools they need to consciously design a new, high functioning, fulfilling life as a result of these losses. Consisting of 6 structured segments plus a private thirty-minute coaching session with Sylvia, this program will be delivered over twelve weeks via six bi-weekly group coaching sessions, various exercises, activities, resources, and individual support. Watch your email inbox for more details.



Join Sylvia on these social networks!

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About This Ezine

This Ezine is 1) to provide readers with valuable FREE content which contributes to both personal and professional growth and 2) to invite them to take next steps toward working directly with Sylvia.

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Launching Lives Ezine is dedicated, above all, to “building people ... building businesses.” ©2010, 2011, 2012

About SYLVIA

Sylvia Hepler, Owner and President of Launching Lives, LLC is an executive coach based in South Central PA. Her mission is to support corporate and nonprofit executives and business owners as they solve problems, develop leadership skills, and increase balance in their lives. Her background includes: nonprofit executive management/leadership, public speaking, business and freelance writing, teaching, and retail sales. A [certified executive coach](#) through The Rescue Institute in Colorado and a participant in extensive continuing education, Sylvia is a platinum level expert author on [ezinearticles.com](#). She has produced an audio CD entitled, “Making Change”, [three special reports](#) for persons in management positions, and an audio product designed for new managers.

More information is available at her

[Launching Lives Website](#)

[Click to contact Sylvia by Email](#)

Reach Sylvia by phone at 717-761-5457

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Launching Lives SERVICES

Launching Lives, LLC is a full service executive coaching company located in South Central PA. Its mission is to support managers and executives to solve their most pressing problems, develop leadership skills, and increase balance in their lives utilizing a holistic approach. Launching Lives focuses on BUILDING PEOPLE through individual private coaching, group coaching, specialized products, workshops, speeches, and retreats. Most coaching takes place by phone.

Often people don't really know HOW they might benefit from coaching. Quite simply, ask yourself these questions: "What can't I seem to resolve on my own? What is keeping me awake at night? What am I missing when I look at a certain situation? How can I get to the next professional level? How can I learn certain skills quickly? How can I narrow my professional gaps? How can I motivate my staff? How can I communicate more effectively so I serve myself and others better? How can I reduce my work-related frustration? How can I develop a viable plan of action for myself and/or my organization? How can I obtain greater job satisfaction? Coaching is the SOLUTION to any of these issues.

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