



The Leader's Voice: How Your Communication Can Inspire Action and Get Results!

Boyd Clark, Ron Crossland

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In this provocative and instructive book, *The Leader's Voice: How your communication can inspire action and get results!*, business executives and others can acquire the much-needed skills effective leaders use to manage change in turbulent times.

"To say language is everything to a leader is no understatement. It's a fact," says Tom Peters, America's Number One business guru. Clarke and Crossland, executives at *tompeterscompany*, show how others can use leadership principles to discover the power in their voice. The authors define the core principles of effective leadership communication. In a volatile business climate like today's, the ability to communicate authentically and powerfully is the crucial leadership competence. Unfortunately, the complexity of the current workplace has muted the voices of many leaders.

Ever wonder how John F. Kennedy, Margaret Thatcher and Martin Luther King, Jr. commanded through communication? Read this book and apply the principles. You'll discover the power in your voice!

The Leader's Voice is backed up by twenty years of communication research. Reviewing over 1,100 examples of leadership communication, and studying the inferences of modern neurological science has led the authors to a simple, stimulating leadership communication model. Leaders, at their best, communicate simultaneously on three channels: Factual, Emotional and Symbolic (FES). Clarke and Crossland demonstrate how FES can be used in public presentations, one-on-one meetings and even via email to enhance a leader's effectiveness and ability to move his or her constituency to greater conviction, consciousness and competence.

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