

LEADERSHIP COMMUNICATION GUIDE

How to Think, Speak, and Be Seen as Leadership-Ready

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WHY STRONG PERFORMERS GET STUCK

At a certain point in your career, performance is no longer what differentiates you.

It becomes expected. What starts to matter more is:
→ How you think
→ How you communicate that thinking
→ How you guide conversations and decisions

THE COMMUNICATION GAP

High Performers:
- Report what happened
- Focus on tasks
- Wait to be asked

Leadership-Ready Professionals:
- Explain what things mean
- Connect to priorities
- Shape conversations

THE LEADERSHIP COMMUNICATION FRAMEWORK

INTERPRET
↓
CONNECT
↓
INFLUENCE

THE SHIFT FROM SHARING INFORMATION TO SHAPING DIRECTION.

01 INTERPRET — *Explain What It Means*

Move beyond updates. Help others understand:
- What changed
- Why it matters
- What to pay attention to

Without this, others fill in the gaps.

02 CONNECT — *Make It Relevant*

Tie your work to:
- Goals
- Priorities
- Outcomes

Without connection, even strong work feels less important.

03 INFLUENCE — *Move Thinking Forward*

Don't just contribute, guide direction.
- Offer a recommendation
- Frame options
- Ask forward-moving questions

This signals leadership thinking.

HOW THIS SOUNDS IN REAL CONVERSATIONS

GIVING AN UPDATE

❌ We completed the work

✅ What this means is we're now positioned to move forward, and to stay on track, we'll need alignment by Friday

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ASKED FOR YOUR OPINION

❌ I'm okay with anything

✅ My recommendation would be to pilot this first before scaling

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IN A MEETING

❌ (Staying quiet)

✅ One way to think about this is...

WHEN SOMETHING IS UNCLEAR

❌ (Staying quiet)

✅ What would success look like here?

LEADERSHIP LANGUAGE

INTERPRET

"What this means is..."
"The key takeaway is..."
"What we're seeing is..."

CONNECT

"This supports our goal of..."
"This ties into [priority]..."
"The impact of this is..."

INFLUENCE

"My recommendation would be..."
"One option we could consider is..."
"A next step could be..."

HOW TO APPLY THIS IMMEDIATELY

Start small:
→ Add one sentence of interpretation
→ Connect your work to one priority
→ Offer one perspective

THE 10-SECOND UPGRADE

Before you speak:
"What this means is..."
"So what we should consider is..."

QUICK SELF-CHECK

Am I explaining what this means?
Am I connecting this to something that matters?
Am I helping move this forward?

You are not promoted for the work you've done. You are promoted for the role you are already demonstrating. Leadership becomes visible through how you communicate your thinking.