

Murray

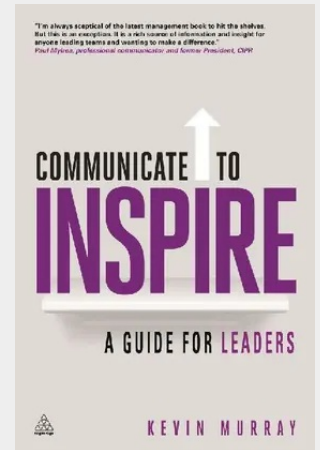
Communicate to Inspire

A Guide for Leaders

Inspirational leaders make us want to achieve more. They persuade us to their cause, win our active support, help us to work better together and make us feel proud to be part of the teams they create. In short, how well you perform as a leader depends on how well you communicate. So if we want to be better leaders ourselves, how do we communicate in a way that inspires? Shortlisted for the 2014/15 CMI Management Book of the Year Award, **Communicate to Inspire** is an essential manual for any aspiring leader, answering these key practical questions. **Kevin Murray** presents a model that charts the leadership process and draws stories from the years of experience he has had coaching top leaders from a wide range of organizations. He examines and analyzes some of the key successes (and failures) in leadership and provides a unique and successful model for developing your own leadership skills. Online supporting resources for this book include a supplement article from the author.

Communicate to Inspire answers some of the key practical questions for becoming a better leader, such as: "How do you learn to be yourself, better?" and "What should you examine and how should you articulate your own purpose and values?" Kevin Murray presents a model that charts the leadership process and draws stories from his experience coaching leaders.

This book offers principles of leadership communication that address: how to become more audience-centric; how to emphasize values; how to focus on the people leaders need to inspire; what methods and tools to use to try to see the world through their eyes and address their needs; and mastering the art of public speaking. Communicate to Inspire uses charts and information gathered from dozens of successful training programs to determine how to turn a department, division or company into a better listening, faster responding, more innovative entity, just by holding more and better structured conversations.



40,80 €

40,80 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780749468149

Medium: Buch

ISBN: 978-0-7494-6814-9

Verlag: Kogan Page

Erscheinungstermin: 01.02.2014

Sprache(n): Englisch

Auflage: 1. Auflage 2014

Produktform: Kartoniert

Gewicht: 430 g

Seiten: 280

Format (B x H): 156 x 234 mm

