Chapter 11
Your Career: Communicating, Listening and Leading

This chapter explores how speaking publicly, professionally, and personally will enhance your effectiveness and influence in any sphere of society. The relationship between communication skills, leadership, and your career are also discussed.

“All the Great Speakers were Bad Speakers at First.” Ralph Waldo Emerson
20 Reasons Why Your Career will Benefit from taking Public Speaking

(Can be found on Pg#260) in your textbook
Ethos, Pathos and Logos at Work!

1. **Ethos**: the credibility or believability of the speaker, which helps convince listeners that the argument is valid.

2. **Logos**: the use of logic in the speech, which must be structurally solid and backed up by evidence.

3. **Pathos**: the emotional appeal of the speech, which can be used to reach the heart of the listener.

   - *They all need to be communicated with credibility, logic, and sincerity/conviction; otherwise people will ignore our ideas!*
Follow the Leader

• Leaders provide vision and direction for the group
• Leaders are leaders only because others agreed to follow
• Leaders go fast enough to keep it exciting but not so fast that the group falls apart
• Followers lead other followers in the right direction
• Followers hold onto and help one another
• Groups must share leadership
• Groups must find a way to laugh and learn from mistakes, but keep going
Communication Creates Change...

Presentations trigger a Communication Chain-of-Events that creates change in our listeners and in our organizations:

1. **Presentation** – Speaking is formal
2. **Contemplation** – Thinking is intrapersonal
3. **Conversation** – Talking is interpersonal
4. **Action** – Changing is cognitive and behavioral
Communication Drives Success

• **Communication and Feedback** about progress, innovations, challenges, mistakes, opportunities, etc., must continue to achieve an optimal level of success

• **Communication** that manifest ethos, logos, and pathos is required to spark collaboration so everyone has the opportunity to contribute and succeed!

• By sharing information, creating understanding, and motivating others to act, you will help lead others to succeed.
The 5 P’s of Great Leaders

1. Purpose
2. Personality
3. Passion
4. Power
5. Pleasure
Listening for Leadership

*When someone has really “listened” to us they have...*

1. Heard sound
2. Selected which sounds were noised or symbols
3. Interpreted or assigned meaning
4. Responded to those ideas
5. Remembered what was said
Listening for Leadership

Why Does Listening Fail?

See Page #270
10 Listening Habits for Effective Leadership

1. Listening can provide you a free education
2. Minimize physical, mental distractions and noise
3. Focus your mind on the person who is speaking
4. Remain open-minded
5. Focus your eyes and your ears on the person who is speaking
6. Listen for the “substance” of the message
7. Do not let your listening be distracted by delivery style and multimedia
8. Resist planning your counterattack
9. Take notes
10. Respond