A black and white photograph of a young man with short hair, wearing a dark t-shirt and large over-ear headphones. He is leaning forward, resting his chin on his hand, and looking intently at a laptop screen. The background is blurred, suggesting an indoor setting like a library or study area.

IS3103 Information Systems and Leadership Communication

Ms Chitra Sabapathy
CELC NUS



INFLUENTIAL COMMUNICATION SKILLS

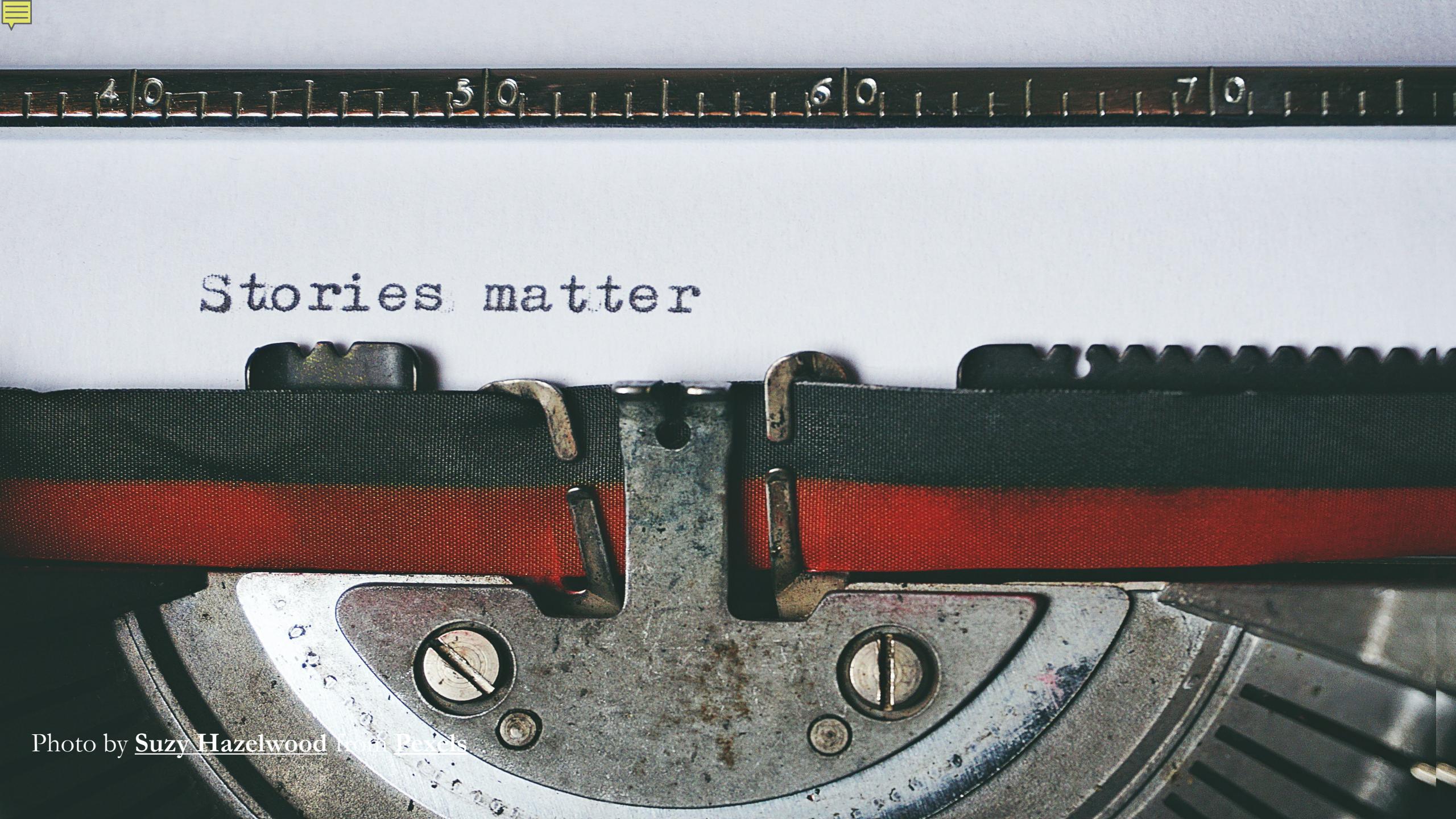


Photo by [Suzy Hazelwood](#) from [Pexels](#)



Watch this superb
Ted video (16.44
mins)

1. He has excellent tips for influential communication.
2. Focus on his analogy of devil's and angel's cocktail.
3. Which do you 'consume' before and during a presentation?
4. What do his verbal and non-verbal delivery skills portray him as a presenter?



The magical science of storytelling by David JP Phillips.

5-Stages of a story



1.The set up

2. The Problem

3. The Conflict

4. The breakthrough

5. Life after

Aristotle's Ethos, Pathos and Logos

3 ways to create positive ethos

Outward manifestation	Inner character	Communication skills
<ul style="list-style-type: none">• Image• Charisma• Well prepared and knowledgeable• Expertise- education, credentials, experience	<ul style="list-style-type: none">• Honest• Honourable• Truthful• Fair• Ethical	<ul style="list-style-type: none">• Skilled speaking and writing• Empathetic listening• Appropriate nonverbals• Sincere connection• EQ• Sensitivity to intercultural differences



STRATEGIC COMMUNICATION

Strategic communication for leaders
is the **purposeful use**
of communication to fulfil an
organisation's mission (Hallahan
2007).

Check **time, frequency** and **means** of
communicating the message.

Lack of strategic communication



Photo by [Andrea Piacquadio](#) from [Pexels](#)



Through strategic communication, every employee should be clear about his/her **responsibilities** and how his/her work will contribute towards the organisation's goal.

Strategic Communication Framework

1. Analysis of context
2. Audience
3. Purpose
4. Core message
5. Medium
6. Timing
7. Feedback

Taken from, Barrett,J.D, (2011) Leadership Communication, McGraw-Hill



CHANGE COMMUNICATION



Photo by [Inzmam Khan](#) from [Pexels](#)

Not everyone
reacts
favorably to
change.
Why?



Photo by [meo](#) from [Pexels](#)

You have
3 brains!



The more you
learn about your
brain the more it
improves your
relationship with
others!



Photo by [meo](#) from [Pexels](#)

In limbic
system brain
**Role of
Amygdala
Hijack and
release of
cortisol and
adrenaline**

Impact of Amygdala Hijack



Photo by [Ashutosh Sonwani](#) from [Pexels](#)



Photo by [Ir Solyanaya](#) from [Pexels](#)



Photo by [Frank Cone](#) from [Pexels](#)

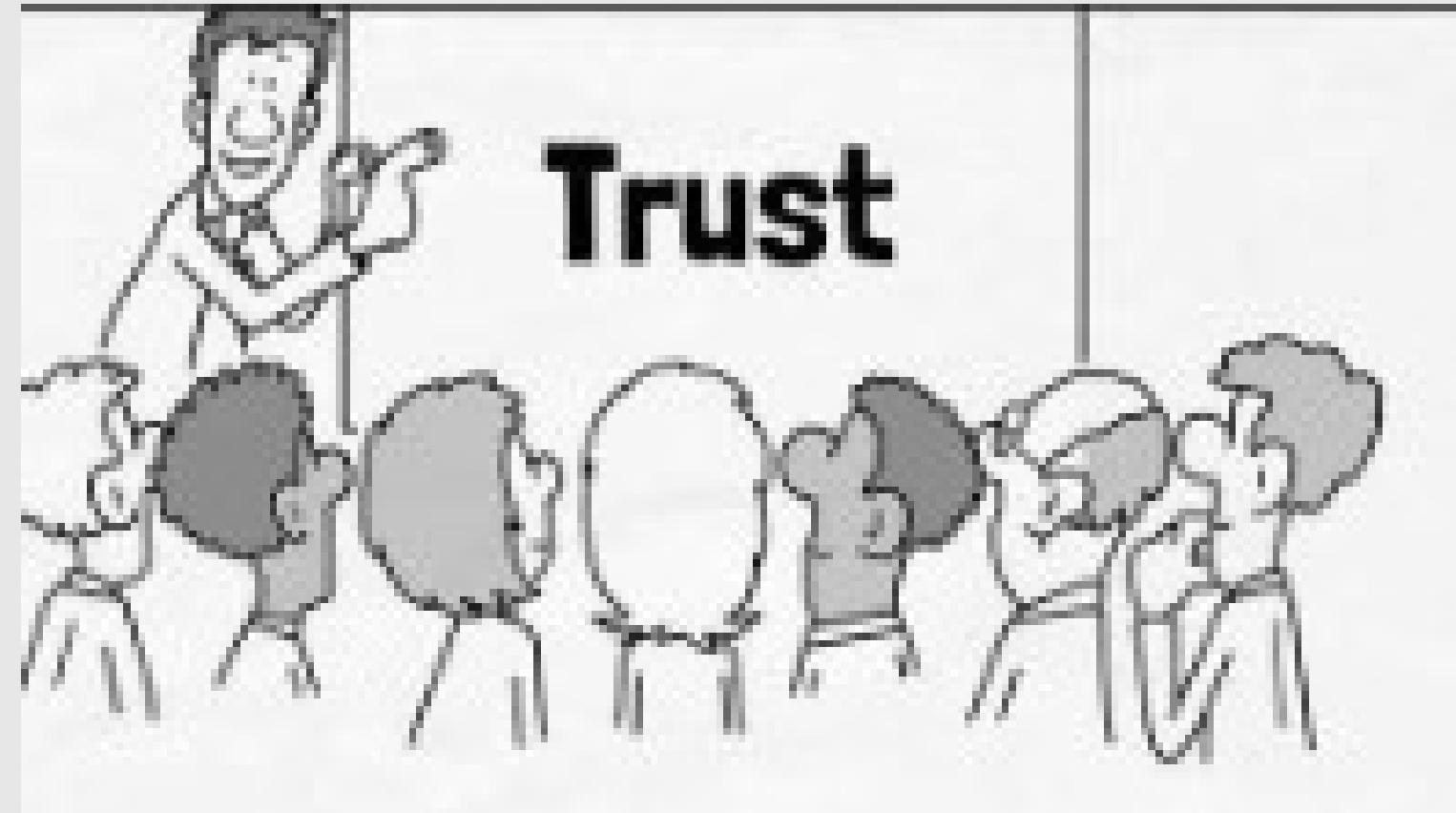
Change communication, is
about reengineering
communication efforts to
minimize resistance and
maximize results.

If you feel being threatened, your primitive emotional brain – particularly the amygdala – will work quickly to protect you and this reduces your ability for rational thought, to make decisions, to solve problems, and to collaborate.

The SCARF/Rock's model helps **control** the approach-avoid response and **improve** collaboration by reducing the threat and increasing the reward reaction and communication.

How to Use the SCARF Model to Understand Trust and Connection.

Watch the short video.



SCARF Model

Status - relative importance to others

Certainty- ability to predict the future

Autonomy- sense of control over events

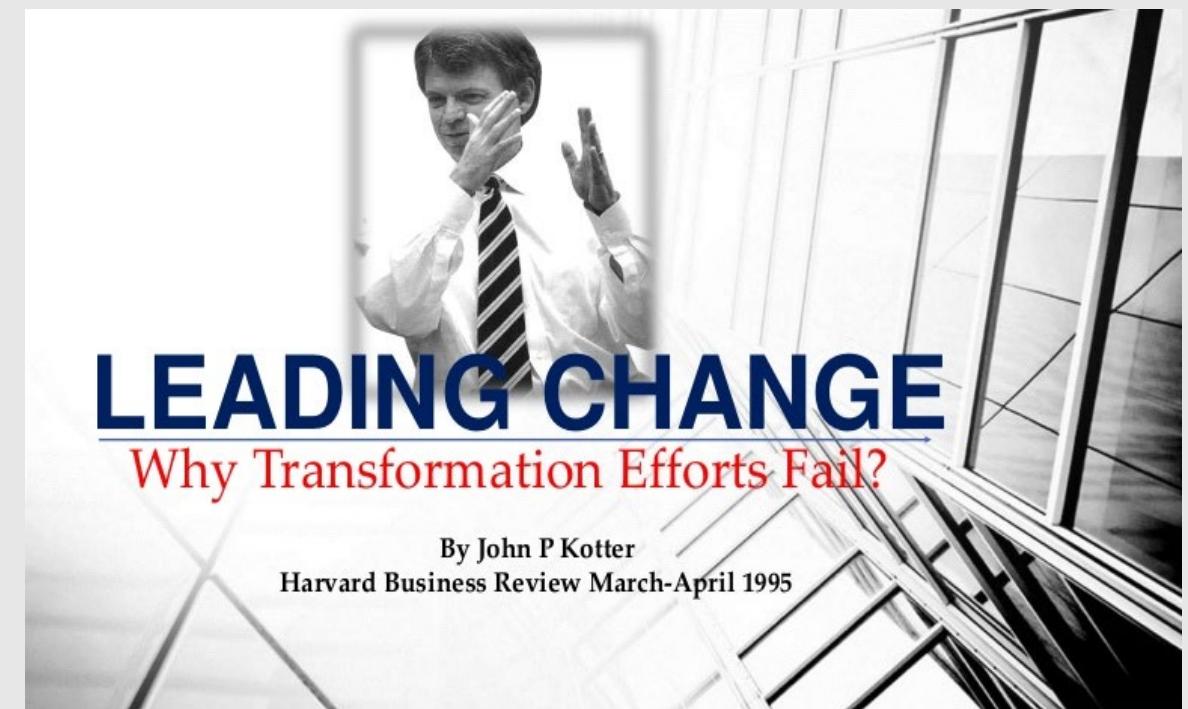
Relatedness- sense of safety with others

Fairness- perception of fair exchanges between people

An extended version of the Hero's journey
and change in this 3+ min video.



Kotter (1995),cites,
“under communication”
as one of the key reasons
why change efforts fail.





THANK YOU!

Chitra Sabapathy