



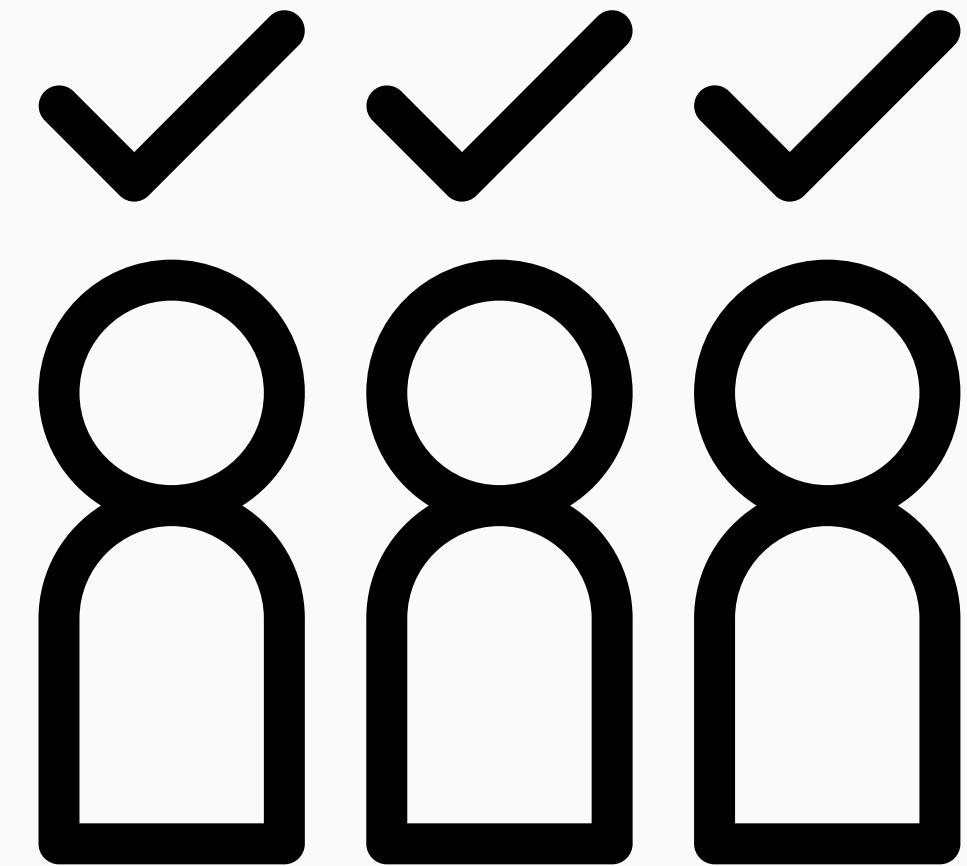
Communication For Leaders

Module Three

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Fall/Spring





Time For Attendance

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Part V

The Persuasive & Empathetic Leader

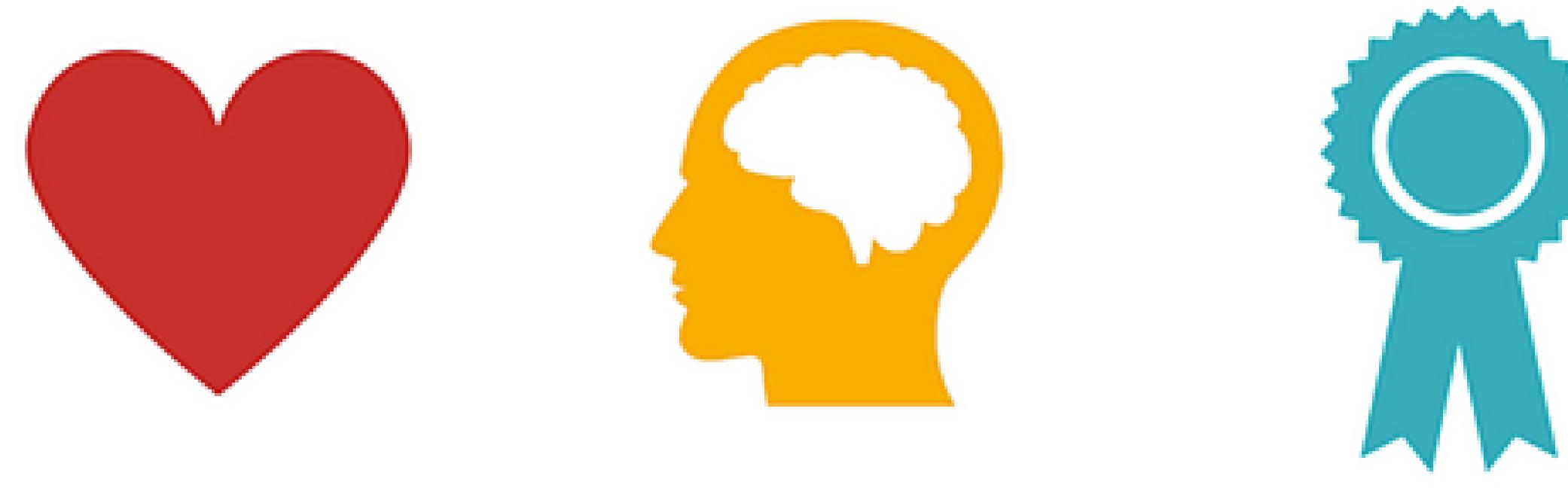


Writing and Speaking Persuasively implementing the Aristotle's Pillars of Persuasion



Effective persuasion relies on Aristotle's three rhetorical appeals: ethos, pathos, and logos, which together form the foundation of credible and compelling communication.

Aristotle's pillars of persuasion



Pathos

Empathy,
Values,
Inspiration

Logos

Logic,
Proof, Reason,
Stats, Metaphors

Ethos

Trust,
Credibility,
Experience

Techniques of Persuasion:

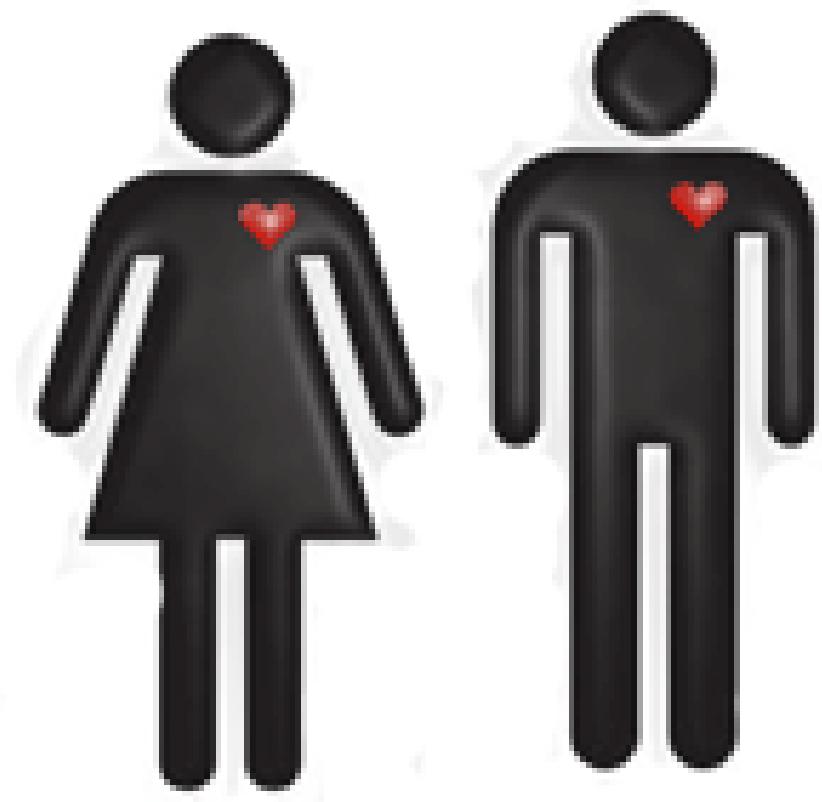
1. **Ethos** *(Credibility)*



Ethos refers to the speaker's or writer's credibility and authority. Audiences are more likely to be persuaded when they trust the communicator. Demonstrating expertise, honesty, and professionalism establishes ethos. In practice, this involves using reliable evidence, confident delivery, and appropriate language to project integrity and competence.

Techniques of Persuasion:

2. ***Pathos*** ***(Emotions)***



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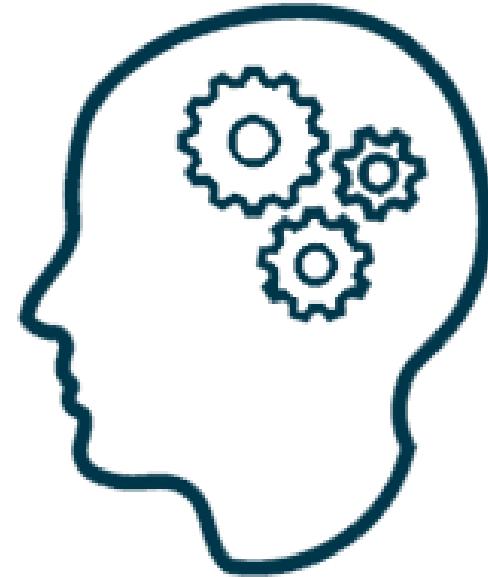


Pathos appeals to the audience's emotions, values, and beliefs. Emotional connection enhances engagement and motivates action. Communicators use stories, vivid language, tone, and empathy to evoke feelings that align with their message. For instance, a leader inspiring teamwork might appeal to shared pride and purpose.



Techniques of Persuasion:

3. ***Logos (Logic and reason)***



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Logos relies on logical arguments, clear reasoning, and factual evidence. Persuasive communicators structure their ideas coherently, support claims with data, and use cause-and-effect reasoning to appeal to the audience's intellect. Strong logos ensures that emotion and credibility are balanced with rational justification



Empathetic leaders are sensitive and open to the opinions, worldviews and experiences of others. They have an insatiable curiosity and know how to ask the right questions so that they are always learning new things.

What is Emotional Intelligence?



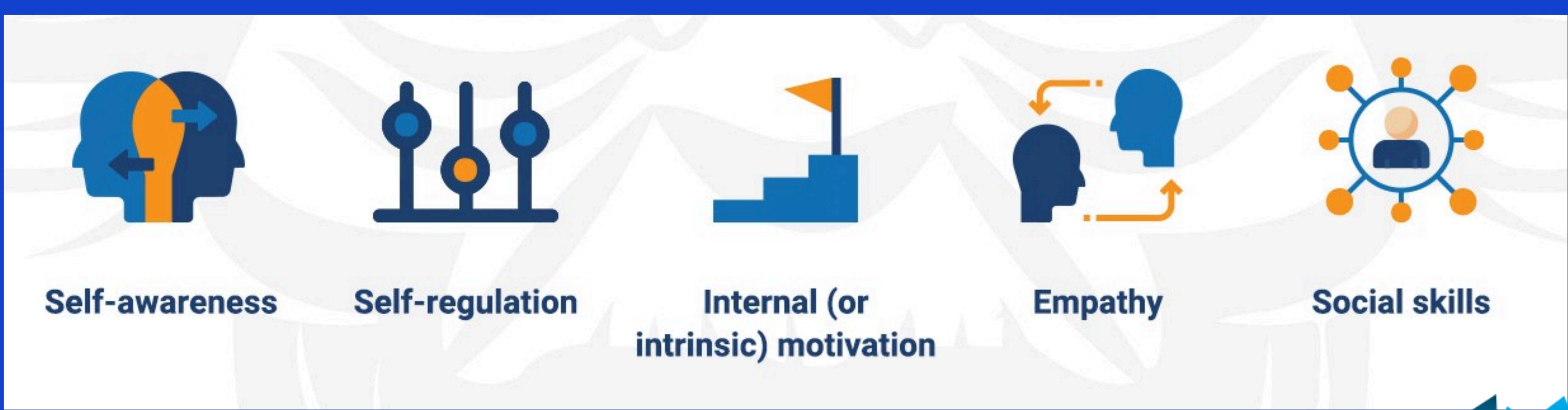
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Emotional Intelligence (EI) refers to the ability to recognize, understand, manage, and influence emotions in oneself and others. It plays a critical role in personal and professional success, enabling individuals to navigate social complexities, build meaningful relationships, and make informed, empathetic decisions.



Core Components of Emotional Intelligence?

Popularized by psychologist Daniel Goleman, EI is generally broken down into five key components:



Emotional Intelligence

Core Component 1: Self Awareness



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- The ability to recognize and understand your own emotions.
- Involves acknowledging how your emotions affect your thoughts, behaviors, and interactions with others.
- For instance: Noticing that you feel stressed and identifying the triggers behind it.

Emotional Intelligence

Core Component 2: Self Regulation



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- The ability to manage and control your emotions constructively.
- It involves staying calm under pressure, avoiding impulsive reactions, and adapting to changing circumstances.
- For instance, Remaining composed during a tense meeting instead of reacting angrily.

Emotional Intelligence

Core Component 3: Internal or Motivation



- An inner drive to pursue goals with energy and persistence, often driven by intrinsic values rather than external rewards.
- High EI individuals are optimistic and resilient in the face of setbacks.
- Example: Maintaining enthusiasm for a challenging project despite obstacles.

Emotional Intelligence

Core Component 4: Empathy



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- The ability to understand and share the feelings of others.
- It involves recognizing emotional cues and considering others' perspectives.
- For instance: Comforting a colleague who seems upset or stressed without them explicitly stating it.

Emotional Intelligence

Core Component 5: Social Skills



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- Proficiency in building and maintaining relationships, resolving conflicts, and inspiring or influencing others.
- Involves effective communication, teamwork, and leadership abilities.
- For instance, Mediating a disagreement between team members to find a mutually beneficial resolution.

Benefits of Emotional Intelligence in Communication

- **Clarity and Precision:** EI enhances the ability to convey messages clearly and effectively.
- **Conflict Management:** EI helps address misunderstandings and resolve disagreements without escalating tensions.
- **Builds Trust:** Emotionally intelligent communication fosters authenticity and trust in relationships.
- **Enhances Team Dynamics:** Empathy and social skills promote collaboration and harmony within teams.
- **Improving Listening Skills:** EI-driven active listening ensures that others feel heard and valued.

How to Apply Emotional Intelligence in Communication

- **Practice Active Listening:**
 - Avoid interruptions.
 - Paraphrase what the other person says to show understanding.
- **Be Mindful of Non-Verbal Cues:**
 - Maintain appropriate eye contact, posture, and tone to match your message.
- **Adapt to the Audience:**
 - Consider the emotional and cultural background of your audience.
- **Pause and Reflect Before Responding:**
 - Take a moment to manage emotions and craft a thoughtful response.
- **Foster a Positive Communication Climate:**
 - Encourage openness, respect, and inclusivity in discussions.

Big 5 Personality Traits to Aid Leaders in Effective Communication



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The Big 5 Personality Traits, also known as the Five-Factor Model (FFM), is a widely accepted framework for understanding personality. It describes individuals along five dimensions: Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism (often referred to as Emotional Stability in leadership contexts). Recognizing these traits in themselves and their team members can help leaders communicate more effectively.

Big 5 Personality Traits to Aid Leaders in Effective Communication

The five traits are:

- Openness to Experience: how you react to new information, ideas and new experiences
- Conscientiousness: how you feel about completing goals and focus
- Extraversion: to what degree external stimulation gives you positive energy
- Agreeableness: how you feel and act in a group
- Neuroticism: how you experience and process negative emotions

Based on the first letter from each of the five traits, it is often also referred to as the O.C.E.A.N. model, or sometimes in the scientific literature is referred to as the Five-Factor Model (FFM).

Big 5 Personality Traits to Aid Leaders in Effective Communication



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Active Listening for Empathetic Leaders

What is Active Listening?



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Active Listening is the process of fully concentrating on, understanding, and responding to a speaker without judgment or distraction. It involves more than hearing words; it requires attention to emotions, intentions, and non-verbal cues.

Core Components of Active Listening

- **Focus:**
 - Eliminate distractions and give undivided attention.
 - Maintain eye contact and a receptive posture.
- **Acknowledgment:**
 - Use verbal and non-verbal cues (e.g., nodding, saying “I see”) to show engagement.
 - Validate the speaker’s feelings and concerns.
- **Clarification:**
 - Paraphrase or summarize to confirm understanding (e.g., “What I hear you saying is...”).
 - Ask open-ended questions to encourage deeper exploration (e.g., “Can you elaborate on that?”).
- **Response:**
 - Provide thoughtful feedback or follow-up actions.
 - Avoid interrupting or jumping to solutions prematurely.

Tips For Active Listening

PARAPHRASE.

Try to paraphrase throughout the conversation to ensure you understand and to show that you are paying attention.



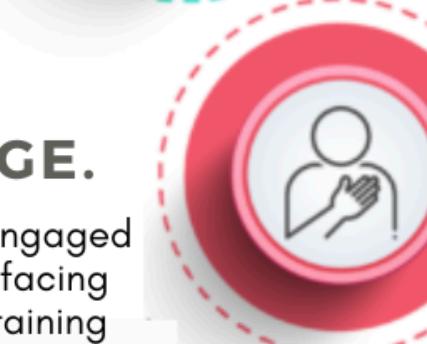
ASK QUESTIONS.

Ask both clarifying questions to garner greater understanding, and probing questions to unearth more information.



USE POSITIVE BODY LANGUAGE.

Demonstrate that you are engaged and interested by nodding, facing the other person, and maintaining open and relaxed body posture.



SHOW EMPATHY.

Show emotiveness, be it excitement, concern, or affirmation, and try to validate what the other party may be feeling or experiencing.



8 Tips for **ACTIVE LISTENING**



SUMMARIZE/CTAS.

Bring together the whole conversation by summarizing what you have heard and understand and reflect that back, including any calls to action (CTAs) you have discussed.



CHECK FOR UNDERSTANDING.

Recall key concepts, ideas, and critical points the potential OI partner has shared in prior conversations, or earlier in this conversation, and evaluate for understanding and importance going forward.



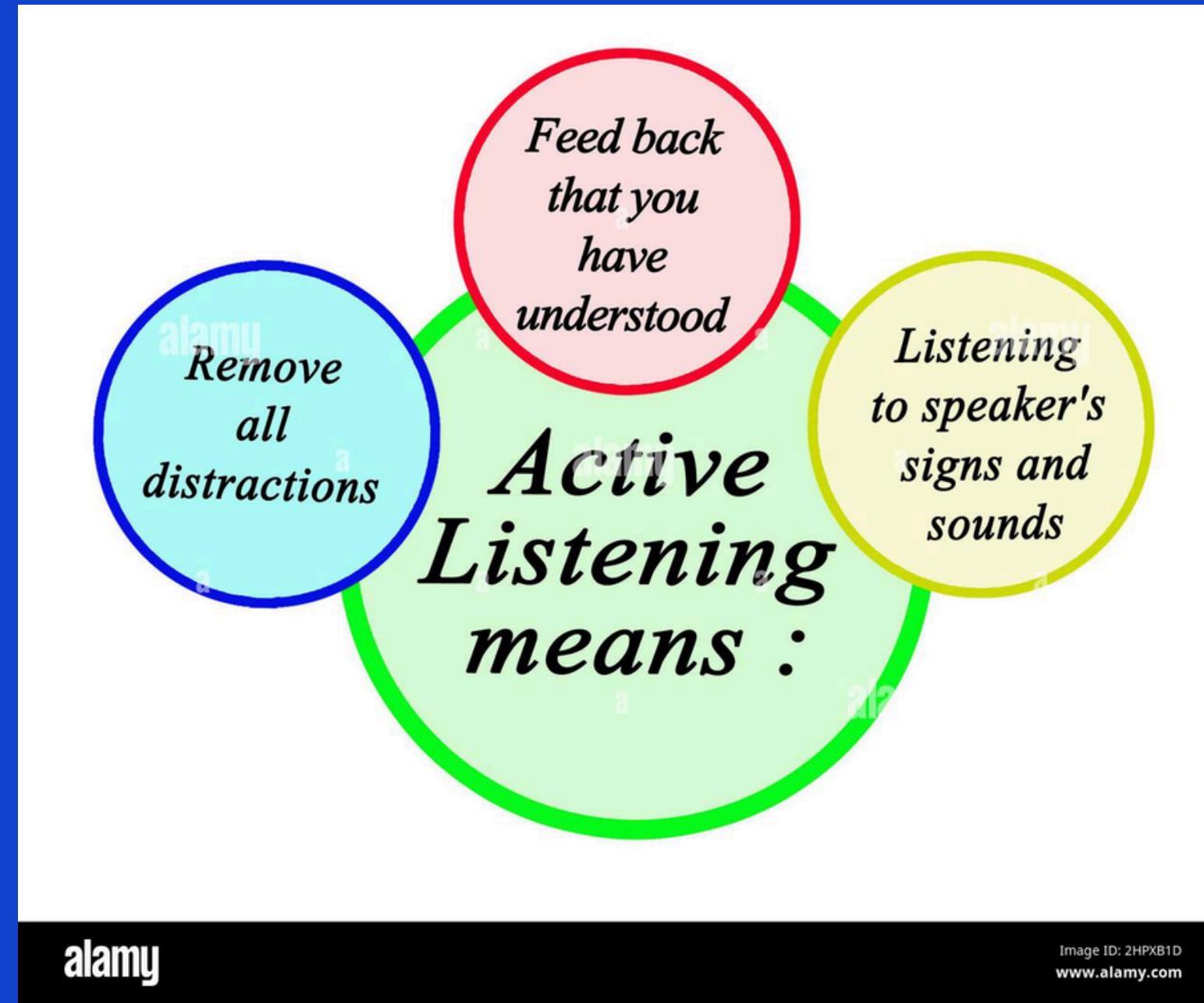
APPROPRIATE AFFIRMATION.

Sometimes short, positive statements will help the speaker feel more comfortable and show you're engaged and able to process the information they're providing. Sometimes, "bridging" to comparable situations or experience may be appropriate.

AVOID JUDGMENT.

Your goal is to remain open to opportunities and perspectives. Avoid trying to evaluate too quickly ideas or shared information, or interrupting to pre-evaluate before hearing a potential OI partner out.

Tips For Active Listening



Conflict Management in Communication



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Conflict management is a critical skill in communication, particularly in leadership, where diverse perspectives and competing interests often lead to disagreements. By applying effective communication strategies, leaders can manage conflicts constructively, turning potential challenges into opportunities for growth and collaboration.





Effective Conflict Management For Leaders

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Common Causes of Conflict in Communication



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Miscommunication:

- Ambiguous or unclear messaging leads to misunderstandings.

Personality Differences:

- Diverse communication styles or approaches create friction.

Differing Goals or Priorities:

- Conflicting expectations among individuals or teams.

Common Causes of Conflict in Communication



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Emotional Triggers:

- Negative emotional reactions to perceived criticism or disrespect.

Power Dynamics:

- Imbalances in authority or decision-making roles.

Importance of Conflict Management in Communication



Effective conflict management:

- Reduces tension and fosters a positive work environment.
- Encourages open dialogue and prevents conflicts from escalating.
- Strengthens relationships by addressing misunderstandings constructively.
- Enhances team productivity and collaboration.

Practice Active Listening by
using the Jacob Morgan tips

5 EASY WAYS TO PRACTICE

ACTIVE LISTENING

BY JACOB MORGAN

The infographic features five large letters (B, U, I, L, D) each containing a small icon: a person silhouette for Body Language, a lightbulb for Understanding, a microphone with a slash for Interrupting, an eye for Look Them In The Eye, and a hand for Don't Judge. Below each letter is a corresponding text label.

B BODY LANGUAGE

U UNDERSTANDING

I INTERRUPTING

L LOOK THEM IN THE EYE

D DON'T JUDGE

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Foster Constructive Dialogue



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Use “I” Statements:

- Express concerns without assigning blame (e.g., “I feel concerned about the timeline because...”).

Focus on Behavior, Not Personality:

- Address specific actions rather than making personal judgments.

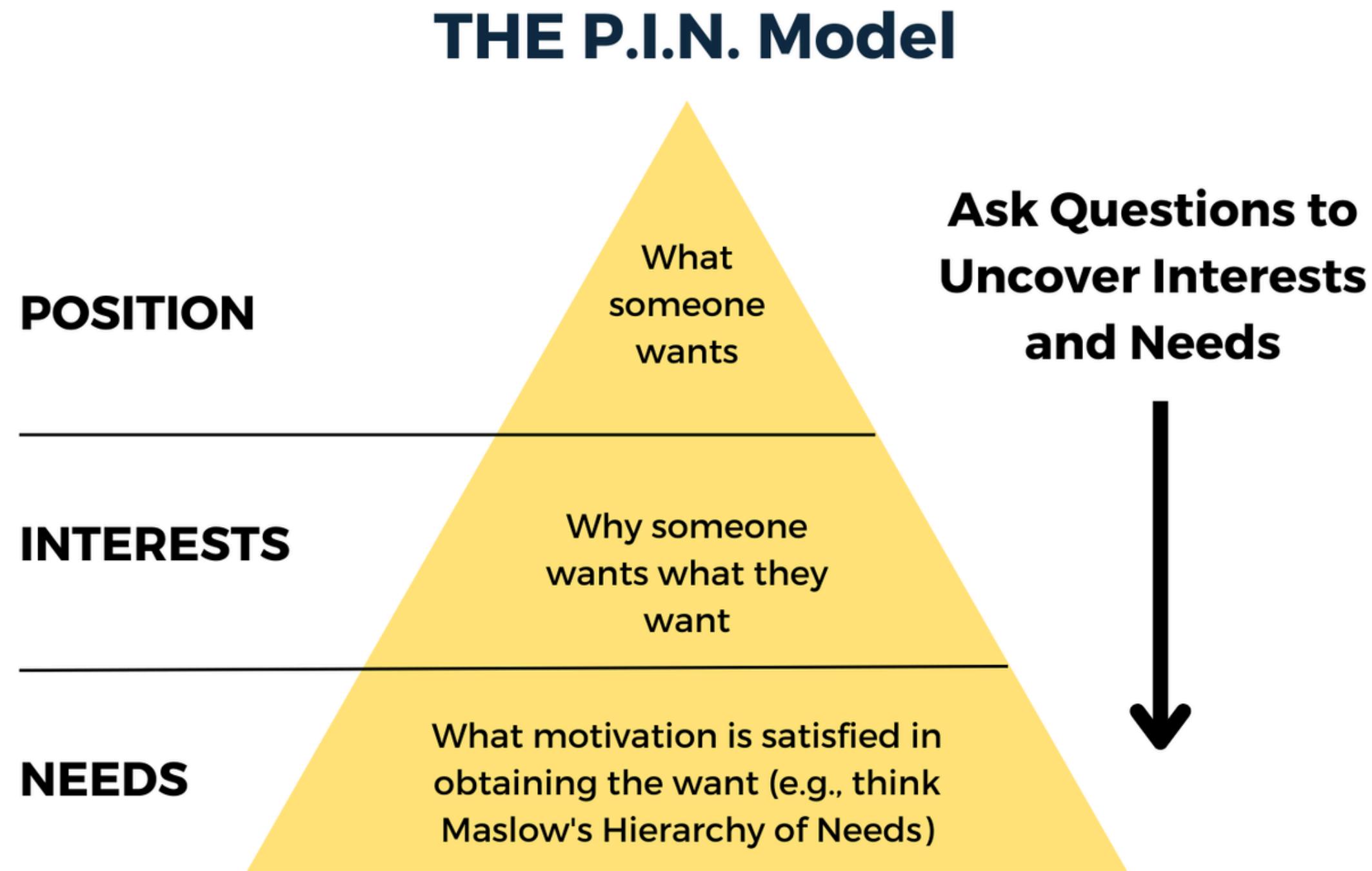
Stay Solution-Oriented:

- Shift the conversation from assigning fault to finding resolutions.

De-escalation Techniques

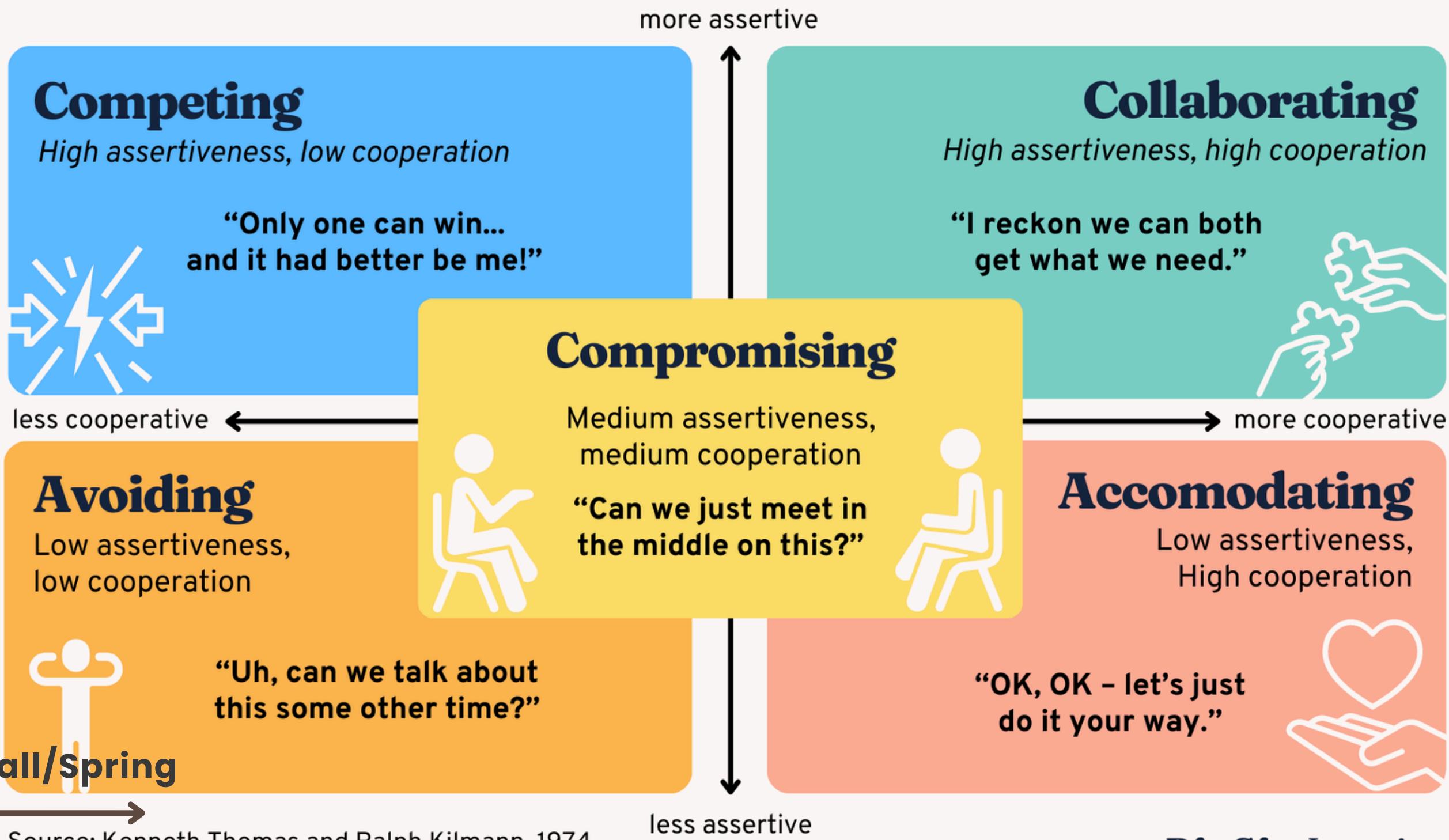
- **Maintain a Neutral Tone:**
 - Avoid raising your voice or using inflammatory language.
- **Pause Before Responding:**
 - Allow emotions to settle before addressing the issue.
- **Acknowledge Emotions:**
 - Recognize and address the emotional intensity of the conflict (e.g., “I see that this has been frustrating for you”).

Conflict Resolution Framework



Conflict Resolution Framework

Thomas-Kilmann Conflict Model

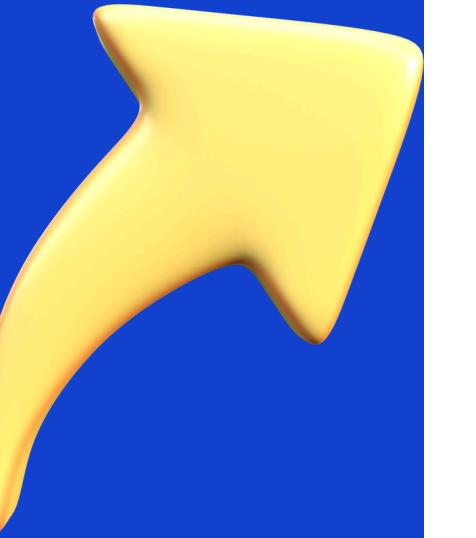


Giving Feedbacks as a leader

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Take the test
to find out your
personality



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<https://bit.ly/3OSsF9g>

