



Transforming Leadership Communication: From Frustration to Impact

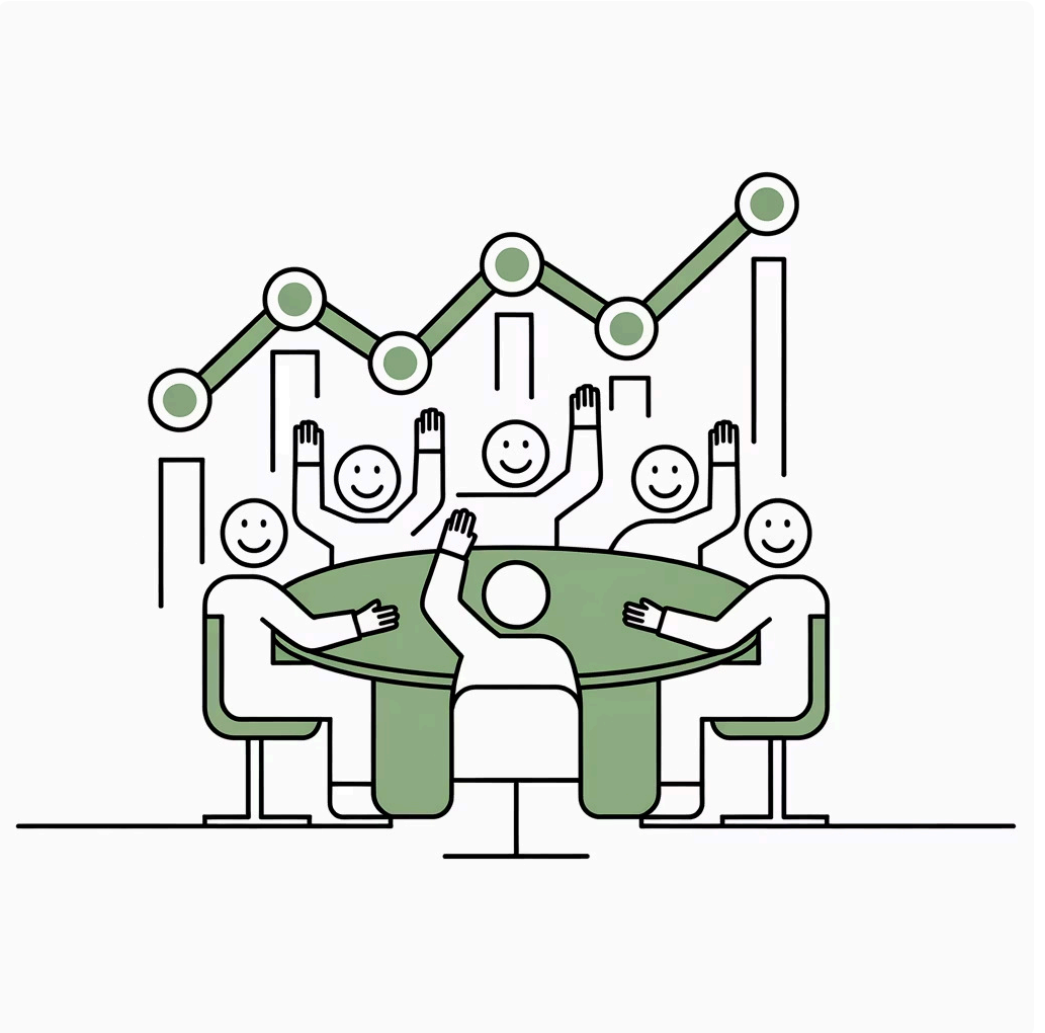
Are you struggling to get your message across? You're not alone. Most talented leaders hit communication walls—not because they lack intelligence or vision, but because they haven't mastered the kind of communication that creates clarity, confidence, and real impact.

Your Communication Breakthrough Starts Here

For the last 9 years, I've been coaching leaders to transform their communication style—helping them lead energizing meetings, handle tough conversations with confidence, and inspire action with every message.

When leaders fix a few common (but costly) communication mistakes, everything starts to shift:

- Meetings become more productive
- Teams align and engage more deeply
- Difficult conversations turn into growth moments
- Accountability increases—without micromanaging
- Leaders feel more respected, heard, and influential





The 10 Common Communication Mistakes Leaders Make

Mistake #1: Lack of Clarity

Leaders often fail to communicate their vision or expectations clearly, leading to confusion among team members.

How to Improve:

- Clearly define your vision and goals before communicating
- Explain the "why" behind decisions to provide context
- Ask your team to summarise their understanding to confirm clarity

Information Overload



Mistake #2: Overloading Information

Providing too much information at once can overwhelm team members and cause key points to be missed.

- ❏ When people receive too much information simultaneously, they typically retain less than 10% of what was communicated.

How to Improve:

- Prioritise key messages and deliver them first
- Use bullet points or visuals to simplify complex information
- Encourage questions to ensure understanding

Cut the Jargon

“

"We need to leverage our core competencies to drive synergistic outcomes whilst optimising our value proposition."

”

“

"Let's use our strengths to work better together and improve what we offer customers."

”

Mistake #3: Using Jargon

Overusing industry-specific terms can alienate team members who may not be familiar with the language.

How to Improve:

- Replace technical terms with simple, everyday language
- If you must use jargon, briefly explain what it means
- Encourage team members to ask for clarification whenever needed

Foster Collaboration, Not Compliance

Mistake #4: Being Too Authoritative

A very authoritative style can stifle collaboration and innovation, making team members less likely to share ideas.

Invite Input

Create regular opportunities for team members to contribute ideas during discussions and decision-making processes.

Facilitate Collaboration

Run structured brainstorming sessions that encourage participation from everyone, not just the loudest voices.

Acknowledge Contributions

Recognise and appreciate all input, even when you can't implement every suggestion offered.



Reading Between the Lines

Mistake #5: Ignoring Non-Verbal Cues

Body language, tone of voice, and facial expressions play a significant role in communication; ignoring them can lead to serious misunderstandings.

How to Improve:

- Pay attention to your team's body language and tone during conversations
- Ask open-ended questions to understand feelings behind words
- Practice emotional intelligence by recognising and responding to emotions effectively



i Research shows that up to 93% of communication effectiveness is determined by nonverbal cues.

Embracing Difficult Conversations

Mistake #6: Avoiding Difficult Conversations

Shying away from tough discussions can leave issues unresolved and hurt morale. Remember, many difficult talks can increase motivation when handled properly.

Prepare Thoroughly

Outline key points and desired outcomes before the conversation to stay focused and productive.

Approach with Empathy

Use "I" statements to express concerns without blaming or accusing the other person.

Frame as Growth Opportunity

Present difficult topics as chances for development and improvement rather than criticisms.



Personalising Your Approach

Mistake #7: Not Tailoring Communication

Different people respond better to different communication styles. Not adapting can significantly reduce engagement and effectiveness.



The Analytical Type

Prefers data, details, and logical arguments. Communicate with facts, research, and clear reasoning.



The Expressive Type

Values enthusiasm and relationships. Use stories, metaphors, and interactive discussions.



The Reflective Type

Appreciates time to process. Provide information in advance and allow space for considered responses.

Creating a Feedback Culture

Mistake #8: Neglecting Feedback

Failing to seek or respond to feedback can create significant disconnects between leaders and their teams.

Key Strategies:

- Regularly ask for feedback through surveys, one-on-ones, or meetings
- Listen actively without becoming defensive
- Thank team members for their input and explain how you'll use it

✓ Leaders who regularly seek feedback are rated as 8.9% more effective by their teams than those who don't.

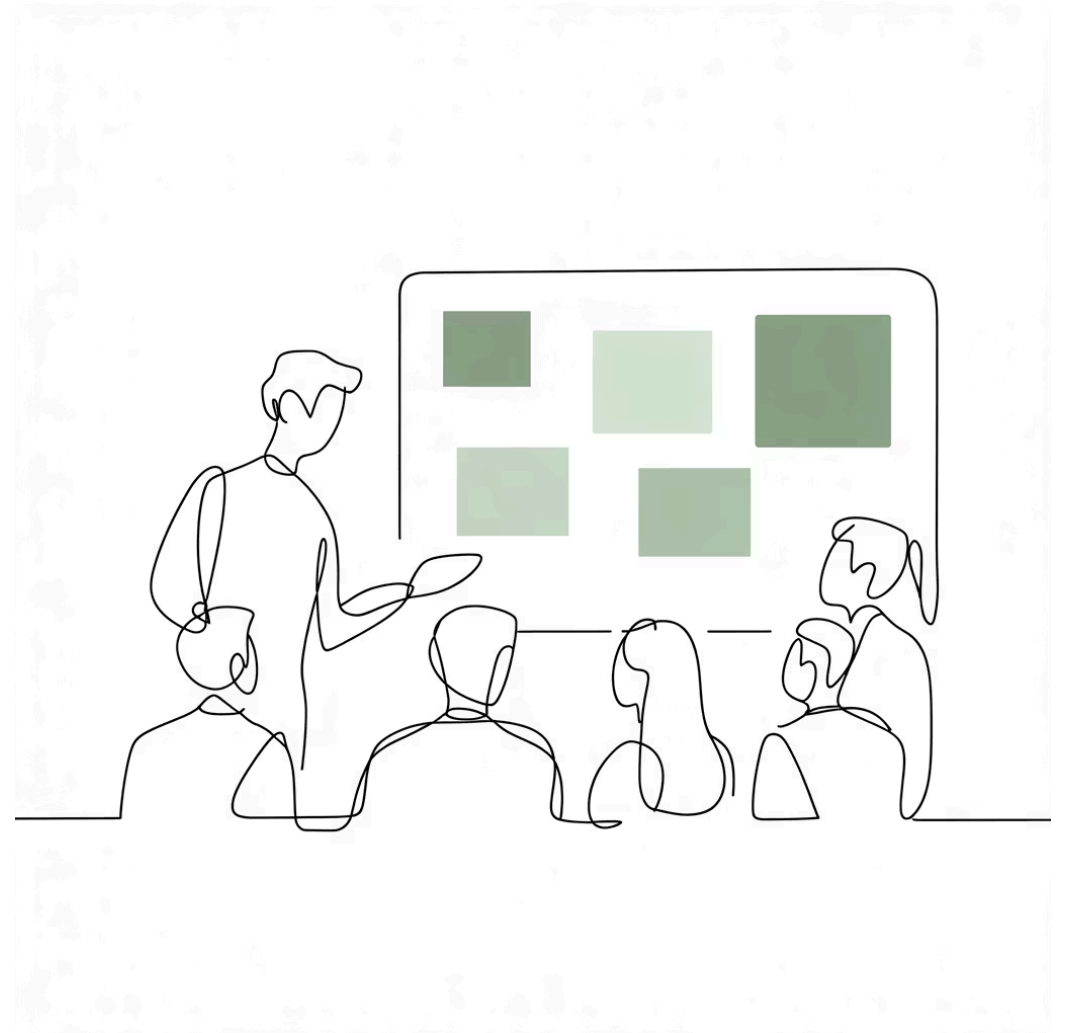
The Power of Follow-Through

Mistake #9: Failing to Follow Up

Not checking progress after meetings can lead to a lack of accountability and erode trust in leadership.

How to Improve:

- 1 Set clear action items and deadlines during discussions, documenting who is responsible for what
- 2 Schedule regular follow-ups to track progress and address any obstacles promptly
- 3 Celebrate successes publicly and address challenges constructively in appropriate settings



Addressing Conflict Constructively

Mistake #10: Avoiding Conflict Resolution

Avoiding conflicts allows problems to grow and harms morale and productivity over time.

Address Early

Tackle conflicts as soon as you notice them, before positions become entrenched and emotions escalate.

Create Safe Space

Foster an environment where different opinions are welcomed and people feel secure expressing disagreement.

Seek Win-Win Solutions

Look for resolutions that address the core concerns of all parties, bringing in neutral mediators when necessary.



Putting Communication Skills into Practice

Scenario 1: Leading Effective Team Meetings

1

Before

Prepare a focused agenda that prioritises key topics, breaking complex issues into manageable parts to avoid information overload.

2

Beginning

Start by clarifying objectives and expected outcomes to ensure everyone understands the meeting's purpose.

3

During

Use inclusive language, watch for non-verbal cues, and address conflicts constructively as they arise.

4

Closing

End with clear action items, assigned responsibilities, and follow-up deadlines to ensure accountability.



One-on-One Communication Excellence

Scenario 2: Conducting 1-on-1 Meetings

One-on-ones offer a private space to build trust and tailor communication to individual team members. Here's how to incorporate your new communication skills:

- Begin by checking in on the individual's preferred communication style and adapting accordingly
- Use active listening and encourage honest feedback, showing appreciation for their input
- Don't shy away from addressing sensitive topics or challenges they're facing
- Provide clear guidance but invite collaboration on solutions



- ❓ How might you adapt your communication style for your next one-on-one based on what you know about that team member?

Master Essential Leadership Communication Skills

Avoiding these common communication mistakes isn't just about fixing errors—it's about developing the skills that empower you to lead with clarity, confidence, and impact.

Clarity & Vision

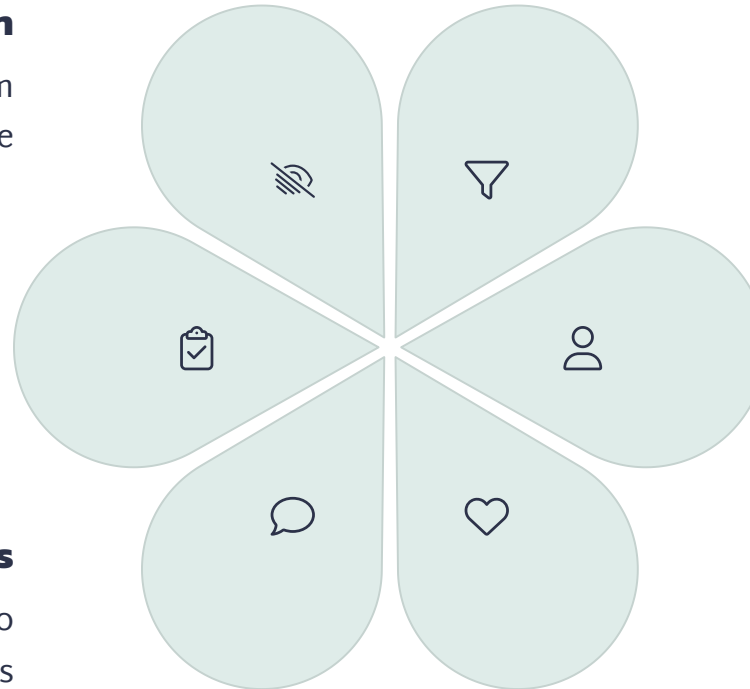
Share goals and purpose so your team understands and aligns with the bigger picture

Feedback & Follow-Up

Create a continuous loop of improvement and accountability

Courageous Conversations

Address challenges openly and turn them into growth opportunities



Information Management

Deliver messages in digestible ways that boost understanding and action

Inclusive Communication

Encourage contributions and innovation from every team member

Emotional Intelligence

Read and respond to cues that deepen connection and understanding

Become the Leader Your Team Trusts, Follows, and Respects

If you're serious about upgrading your leadership communication and want personalised support, I invite you to book a free Clarity Call with me.

In 25 minutes, we'll uncover:

- The #1 communication habit holding you back
- Where misalignment is costing your team performance
- A personalised next step to elevate your communication and leadership presence

[Book your free Clarity Call](#)



Whether you're leading a small team or stepping into a bigger role, your ability to communicate will make or break your impact. Let's make sure you're set up to lead powerfully.