

ADVANCE PODCAST

WITH MIKE ACKER

# Show Notes

## INTRODUCTION TO EPISODE 1

Leadership and communication go hand in hand, the most successful leaders and the most successful communicators often have these two in tandem. They can lead, they can bring out the best, they can also communicate so that we understand in the best way possible.

## EPISODE 1 SUMMARY & HIGHLIGHTS

### What is Leadership?

1:25

Leadership is acting, directing, guiding, and working with people to bring about a desired result.

### What is Communication?

1:35

Communication is speaking, talking, conversing, and discussing so that you can get to a desired result.

### Leadership & Communication

1:45

The end goal of leadership and communication is result. With leadership, you're doing it through others, with others, for others. With communication, you are speaking towards others, with others, so that you can get to that result.

2:46

Communicators who are communicating for a living in many different ways, often don't have the ability to bring a team with them. The most effective way of going about building results, building an empire, and building your brand, is to bring leadership and communication hand in hand, working with people and through people, and then communicating to people and with people.

## 3 Principles of Leadership

### Be honest with yourself

4:57

Look at reality. Look at what's going on around you and take an honest inventory of where your organization is, where your leadership is, and where your team is.

### **Build People**

05:50

Leadership is influencing people to get that desired result. It's working through people. Build people like people built you in the past. It's now time for you to build others. Invest in them your skill, invest training opportunities in them, find ways to add value to what they do, and to who they are.

### **Believe in the Future**

06:40

Have a hope for the future. Be brutally honest with what it is right now that's happening, but also believe in the direction you're going. We need people who don't just talk about the future, but paint a really desirable picture of where we're going. We want to follow people who give us hope and believe in the future.

Relating Leadership Principles to Communication

### **Be honest with yourself**

07:43

With communication, you need to be brutally honest with the reality you're facing as a communicator. Take assessment of where you're at. You need to start with where you are. That way you can get to where you want to go, then you can map it out. It's going to be hard for you to communicate, to direct to teach, to instruct, to guide where you want to go if you don't know where you are.

### **Building People**

8:44

If your communication is not about people, then it means it's about you. If the intention does not improve their situation, help them gain insight, or help them feel a certain way or to guide them to specific actions, then all it is just about entertainment and arrogance.

### **Believe in the Future**

9:00

Paint a picture of where you're going. You want to paint a picture of leadership through communication. Leadership and communication go hand in hand again all the time.

### **Principles of Communication**

#### **Listen to understand**

10:00

If you are leading the team meeting, listen to understand, before you go in or before you start your monologue or presentation. Sometimes in communication, people just give their opinion, give their thoughts and disregard everything that comes before. As a result, you might be getting words out there. You want to understand them before you speak to them. But if we listen to understand, then we could speak to the real issue that's at stake.

### **Know What You Want to Say**

11:20

That one thing that you want to say becomes an organizing thought for everything you do. It might be a product you want to sell, it might be an objective for the team, it might be that you want people just to feel good. What is the one thing that you're wanting them to walk away with? That becomes an organizing element for everything else. If you want to stay away from rambling, keep coming back to that one thing.

### **Follow-Up and Get Feedback**

12:17

Follow feedback is so vital for communication because it might be that we're talking a whole bunch never hear something back.

### **Relating Communication Principles to Leadership**

#### **Listen to Understand**

13:36

If you're going to direct your team, you need to understand who's on your team. You need to listen to them so that you can provide feedback, direction, and clarity for what it is they need.

#### **Know What You Want to Say**

13:48

With leadership, you need to know where you want to go. That vision and clarity, is the high definition of vision that says this is where we are going. That helps people know whether they even want to be on the team or not.

#### **Follow-up and Get Feedback**

14:00

Do a 360 assessment and understand how it is that your team procedure leadership, how is it that your colleagues and your superiors understand your leadership?

15:15-15:40

These communication principles become leadership principles and the leadership become communication principles. These two go hand in hand, don't neglect one and build the other. Invest in your leadership. Invest in your communication. When you intentionally strengthen one, you'll strengthen the other. One day, someone will be asked – “Who's the leader that you want to follow and be like?” There's a great probability that they will say YOU.

## **KEY QUOTES:**

05:35-05:41

*“Again and again, you'll find that leadership requires being brutally honest with the reality we face ourselves with.”*

11:11-11:15

*“If we listen to understand, then we could speak to the real issue that's at stake.”*

## **RESOURCES MENTIONED ON THE PODCAST:**

- Good to Great
- Speak With No Fear