

Leadership communications – a team effort

Most of us involved in communications will have spent time thinking about how members of our senior teams present themselves. Here we summarise some top tips to support you in planning executive or leadership communications.

Before you start, consider the following:

- How well do they present as a team?
- Are they practising co-presenting or assume they will be solo?
- Have they spent time building their presentation skills together, or just by themselves?
- Are they supporting each other's messages or talking at cross purposes?
- Do they look like they trust and support each other?

Get ahead to ensure effective team dynamics by:

- Assessing previous performances and making observations on areas to improve
- Arranging training or skills sessions as groups rather than individuals
- Sharing messaging and updates across all members, not just those leading the communication
- Looking for moments to practice and build trust and familiarity with presentation styles
- Creating spaces where presenters can practise and give each other feedback
- Helping them understand how their authentic voices and stories can blend together.

Get this right and you can:

- Improve message consistency
- Increase trust in the leadership community
- Build leadership skills and confidence
- Deliver messages more effectively.

If you would like to know more or need some friendly advice on how to assess performance or feedback methods, why not get in touch.

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