



The Language of Leaders: How Top CEOs Communicate to Inspire, Influence and Achieve Results

Kevin Murray

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The difference between competent communication and inspiring communication can be the difference between poor performance and outstanding results. The traditional model for what constitutes a good leader is changing and CEO's and HR professionals now say the ability to understand, motivate and inspire others is the characteristic that is most important when recruiting senior leaders. Based on original interviews with an extraordinary list of 60 top leaders from a wide range business sectors, The Language of Leaders provides a unique insight into how they have responded to the demands of a transparent world, reports on what they have learned, and creates a lexicon for successful communication. Their message is resoundingly clear - communication is now a crucial top three skill of leadership. It is only through mastering this skill that leaders can effectively engage with people within and outside an organization and ultimately build trust - the essential pre-requisite of success. Filled with actionable lessons and insights from leading CEOs of high-profile global organisations, The Language of Leaders is a book that anybody in a leadership position, or who aspires to lead, should read and keep on their desks.

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