



Leadership Language: Using Authentic Communication to Drive Results

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DESCRIPTION

The only language you need to know to change your results.

Inside each of us is a vision of how things could be. Yet most people remain frustrated by a lack of impact, unable to connect and inspire the people they care about the most. Why?

There’s a language we understand, but rarely use. A language that’s sincere. Powerful. Compelling. A language of words—and actions—that can’t be denied.

Leadership Language will help you to peel back the ineffective “business speak”, so you can change the conversation. And change your results. Imagine what could happen when you replace frustration with an irresistible vision—for yourself, your team and your organization.

Today’s leaders face so many challenges—employee retention, operational efficiency, culture, collaboration, leading across generations, and more—but communication is at the heart of every one of those issues. A clear message with a powerful delivery gets you halfway home. Honing in on your next conversation can drive more impact, better relationships, and greater overall effectiveness. For yourself. Your career. Your company.

They say there’s nothing that can stop an idea whose time has come. So, take the lead. It’s time for you to create what’s missing. And *Leadership Language* will show you how.

- Get clear on your vision, get aligned with your story, and get others engaged with your message
- Connect with the people that matter most, in a way that invites innovation and new outcomes
- Find the courage to move forward, conquer change, and create powerful impact—while you help others do the same

From student leaders to the C-suite, there is only one way for a leader to make an impact: communication. *Leadership Language* is your personal guide to mastering critical skills and unveiling your authentic potential.

ABOUT THE AUTHOR

CHRIS WESTFALL is leadership coach to entrepreneurs, high-growth businesses and Fortune 500 companies. The publisher of seven books, his writing has appeared in *Forbes*, *Entrepreneur*, *SUCCESS*, and many other publications. His strategies on leadership communication have created multi-million dollar revenues on four continents, and helped launch over four dozen businesses.

Learn more on his website: <http://westfallonline.com>

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