

1. Record Nr.	UNINA9910829802203321
Autore	Egnal Bart <1979->
Titolo	Leading through language : choosing words that influence and inspire / / Bart Egnal ; cover design, Michael J. Freeland
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , 2016 ©2016
ISBN	1-119-08775-9 1-119-17660-3 1-119-08773-2
Edizione	[1st edition]
Descrizione fisica	1 online resource (181 p.)
Classificazione	BUS071000
Disciplina	658.4/5
Soggetti	Business communication Business - Language Leadership
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Machine generated contents note: PREFACE AND ACKNOWLEDGMENTS ix INTRODUCTION xv Part I The Many Faces of Jargon Introduction to Part 1: Why Does Jargon Exist and Why Should Leaders Care? 1 Chapter 1 You Must Start with Leadership 11 Chapter 2 The (Few) Benefits of Jargon 19 Chapter 3 Assumption-Based Jargon 29 Chapter 4 Inflation Jargon 43 Chapter 5 Lack-of-Clarity Jargon 55 Chapter 6 Obfuscation Jargon 67 Part II Use the Language of Leadership Introduction to Part 2: Use the Language of Leadership 77 Chapter 7 Adopt the Leader's Mindset 83 Chapter 8 Script Yourself as a Leader 91 Chapter 9 Use the Language of Leadership 101 Chapter 10 The Language of Leadership Is. Visionary 109 Chapter 11 The Language of Leadership Is. Audience- Centric 117 Chapter 12 The Language of Leadership Is. Jargon-Free 129 Chapter 13 The Language of Leadership Is. Authentic 139 Chapter 14 The Language of Leadership Is. Passionate 147 Chapter 15 The Language of Leadership Is. Confident 157 Chapter 16 The Language of Leadership Is. Positive 167 Chapter 17 The Language of Leadership Is... Direct 177 Chapter 18 The Language of Leadership Is. Concise 187 Chapter 19 The Language of Leadership Is. Professional 197 Chapter

Sommario/riassunto

"Become a more effective leader--cut the jargon and say what you mean Leveraging. Strategizing. Opening the kimono. Unlocking human capital. Trying to nail that BHAG. All on a go forward basis. These are only a few examples of the jargon-ridden language that is too often the mainstay of business communication. Jargon frustrates, confuses, and generally alienates listeners. Yet it's also everywhere, and using it can often seem like a mandatory requirement for anyone who wants to establish credibility in a professional workplace. To be an effective leader, you must be brave enough to be the first to drop jargon in favor of simple, coherent language. This can be difficult if you've spent years immersed in business culture, but *Leading Through Language* will show just how much you've come to rely on jargon, why it's holding you back, and how to trim it away to more effectively convey information and ideas. Understand why jargon is reviled, yet ubiquitous Learn why "business speak" gets in the way of business Discover what kind of language influences and inspires others Convey ideas with clarity, energy, and conviction Approach all communication as an act of leadership Communication often falls by the wayside in favor of more measurable data-backed performance metrics; but good communication has the power to improve metrics in every area of an organization. *Leading Through Language* is the business world's much-needed guide to true leadership communication, showing you how to eliminate idle talk and master compelling communication"--

"Language in the business world is getting in the way of effective leadership. This book examines why language in the workplace is dull, confusing, or simply ineffective. It also considers why these failings undermine those who wish to demonstrate leadership when they speak. The solution is to use the language of leadership, a language that clearly and powerfully brings your ideas to life for your audience. This book teaches how to use words that engage and inspire everyone you speak with or write to. It will explain how to approach all communication as an act of leadership and then to use language that can convey ideas with energy, clarity, and conviction"--