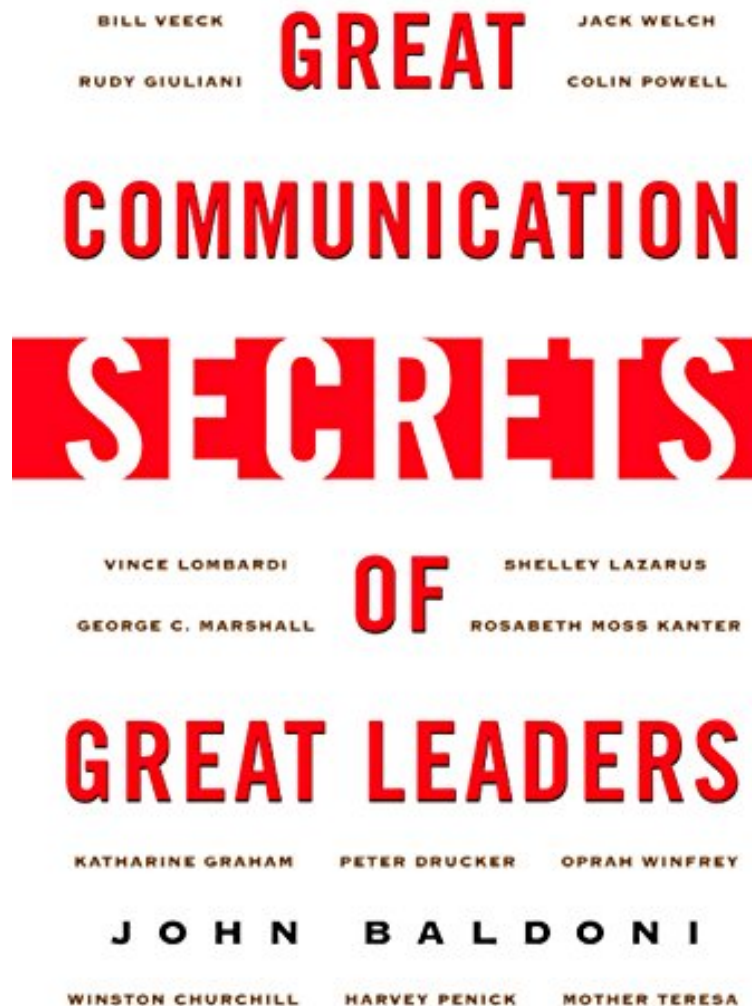


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Great Communication Secrets of Great Leaders

John Baldoni

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A groundbreaking guide to mastering the most important leadership skillsGreat Communication Secrets of Great Leaders gives anyone from managers to executives an unparalleled opportunity to do just that. John Baldoni explores the communication styles of many of the world's most influential leaders and extracts powerful lessons that leaders of all stripes can use to improve their communication skills and overall leadership effectiveness. Drawing upon his years of experience as a top leadership consultant, visionary and coach, Baldoni: Reveals the communications secrets of Jack Welch, Rudy Giuliani, Colin Powell, Peter Drucker, Winston Churchill, Steve Jobs, Katharine Graham, and many other influential leadersDistills the proven communication techniques of today's greatest leaders into core strategies and step-by-step solutionsDevelops guidelines for making the most of computer-aided presentations, videoconferencing, and other new technologies

From the Back CoverMaster the vital communication skills that make leaders effective Leaders who communicate properly and frequently--in good times as well as bad--improve performance, get results, and create a successful enterprise. In this groundbreaking guide, top leadership consultant, visionary, and coach John Baldoni explores the leadership communication styles of many of the world's most influential leaders, from Winston Churchill and Katharine Graham to Jack Welch, Colin Powell, Rosabeth Moss Kanter, and Rudolph Giuliani. Develop the leadership message--determine what you want to say and do Deliver the leadership message--get the message across verbally, mentally, and metaphorically Sustain the leadership message--keep the message alive, fresh, and meaningful Leaders need to do more than stand up and speak; they need to integrate communications into everything they do, address the immediate concerns and issues, and open the door to future dialogue and discovery. This book helps push that door open, so you can bring your organization to the next level. John Baldoni is a management communications and leadership consultant and has worked for companies large and small, including Ford, Kellogg's, and Pfizer. He is the author of three other books on leadership as well as a frequent speaker on leadership topics. John also teaches in a management development program at the University of Michigan.About the AuthorJohn Baldoni is a management communications and leadership consultant. His clients range from Fortune 100 companies like Ford, Kellogg's, Pfizer to non-profits such as the University of Michigan. He is the author of four other books on leadership as well as a frequent speaker on leadership topics.