



From Words to Wisdom

It is often stated how important communication is in successful relationships but infrequently stated how or why these communication skills should be developed. From large businesses to small businesses, communication is the key to building a strong foundation of transparency, trust, and cohesiveness. It cannot be stressed enough for a leader, as it is important to learn and develop these skills to succeed in all situations that arise throughout one's career.

According to Lomit Patel, a former Forbes Councils Member, there are six characteristics of effective communication in leadership:

- **Active Listening**

Through active listening, leaders can move beyond listening to their teams and invite discussion and decision-making that deepens the communication with their team, raises morale, and produces leaders who are better "owners" of their business.

- **Individual Communication Styles**

As a leader, it is crucial to understand your team and tailor your leadership to their specific learning styles. As stated by Lomit in their article titled, "The Power of Effective Communication in Leadership," "As a leader, you must understand that each team member's perspective of effective communication differs and might need the right channel to express themselves adequately." By changing your style of leadership to match these perspectives, leaders can allow communication to flow more openly with their team.

- **Conciseness and Clarity**

To communicate effectively, one also must communicate efficiently. Flowery language can make an individual sound smart but can also overwhelm and confuse others. Short, concise communication that clearly states expectations and processes will allow for a team to be more receptive to the information being shared and reduce uncertainty among listeners.

- **Relatability**

According to Lomit, "The key to building strong relationships and inspiring teams through communication is to humanize the information you wish to convey." By breaking your communication into simple and more easily understood points, teams will better understand what is being communicated and are more likely to appreciate the leader's message.

- **Transparency**

Transparency is a phenomenal tool in building trust and betters a team's understanding of a leader's purpose and/or values. This allows for the relationship to be built on trust and unity.

- **Consistency**

A message should be consistent among all levels of a business, and as Lomit states, "If the values, ideas, and missions they communicate differ occasionally and among team members, it will lead to distrust against the leader." Lack of consistency in communication will harm the relationship among the team and their leader and create a workspace lacking trust and unity.

-**Christopher Brown**, Member of the 2025 Emerging Leaders Cohort

Patel, Lomit (2023, September 5). *The Power of Effective Communication In Leadership*.
Forbes.

<https://www.forbes.com/councils/forbesbusinessdevelopmentcouncil/2023/09/05/the-power-of-effective-communication-in-leadership/>