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Communication creates leaders!

The other day I had a conversation about entrepreneurship with a close friend who owns a large, successful family company. We started to talk about leadership and agreed that many managers make the mistake not to see their company as an assembly of living people, but rather as the products produced, or as a building in the form of the office or the factory where production takes place. Many have difficulties understanding that enterprises only exist through the people in them. The English "Company", the German "Gesellschaft" and the French "Société" all clearly mean groups of people working together. And perhaps we need to remind ourselves that we are dealing with people in all corporate activities. Realizing that, communication becomes a necessity. It is the very way we handle this communication that is the most important leadership ingredient.

You can be assigned the role as a manager but never as a leader. A manager is not necessarily a leader. Leadership must develop from within. Similarly, you may possibly be a manager without being a good communicator, but you don't become a leader without good communication skills. Leadership is a natural consequence of, not the cause of, good communication! If you cannot communicate it is likely to be very difficult to be a good leader. Leadership courses should therefore much more focus on communication. Percy Barnevik said back in 2001:

"Communicating takes up ever longer of a company leader's time. Therefore it is not possible to ignore that task. The signals which the top leader sends out are extremely important. Only 5-6 years ago a managing director devoted about 10 percent to contacts with owners, media and analysers. Today this may easily go up to 25 percent.."

Since then further 5 years have passed. What is that percentage today? Mr Barnevik also forgot to mention contacts with others at company top level and contacts with personnel and their representatives. How many percent do we talk about then? Now then, if leadership must come from within, is it possible to learn it? No say some, who consider it being a natural ability. Yes say I, as we can learn to communicate. With good communication, including listening, our understanding of others improves and other people will hold more respect and have more confidence in us. They listen more concentrated and learn from our messages. Those are all fundamental leadership features.

It has been said that a leader is not a person who has a lot of followers, but a person who creates leaders!

Imagine then, how important it is with communication creating leaders who create leaders!

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