

Course One: Personal Leadership Effectiveness



Communicating for a Change

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Most of us notice the observable communication behaviors of our colleagues, but few of us know how to effectively adapt our own individual communication approach. Even fewer know how to successfully coach others toward communication improvement.

This session is aimed at leaders who want to identify their communication strengths while bringing awareness to the non-verbal behaviors that may be limiting their effectiveness. You will learn how you may be perceived by others when communicating and how to effectively adapt your message based on your audience. You'll leave the session with an individual communication action plan that includes a personalized strategy for developing more productive, collaborative relationships with staff members, colleagues, and citizens – anyone within your sphere of influence.

Upon successful completion of the session, you will be able to:

- Identify individual communication preferences when processing and delivering information
- Explain the difference between natural and adapted style in communicating and learn when to utilize each one
- Develop self-awareness regarding personal strengths in communicating and develop a strategy for minimizing existing verbal and non-verbal inhibitors of your communication with individuals and groups
- Learn to quickly recognize clues in the communication behaviors of others so you can adapt your individual communication approach
- Be equipped to craft and deliver a message in a way it can be heard effectively by different communication styles

Melanie Bolke is an executive communication coach, speaker and writer who consistently receives top marks for her ability to illustrate concepts through relevant examples and stories as well as her inclusive approach. Given her passion for teaching and coaching, it's not surprising to find Melanie working with a team of executives at a Fortune 500 company and speaking to an auditorium filled with college students on the same day.

Melanie's specialty is working with high-potential leaders to market their personal brand and develop their executive communication and influencing skills. Her formal education in communication, combined with her professional experience and ability to recognize talent in others, provides the right recipe for successful coaching of high-potential leaders. Melanie is a member of the executive education faculty at the University of Texas in Dallas and is Six-Sigma certified. She regularly gives to the community through volunteer service, including her participation on teams that have provided humanitarian outreach in Mexico and Asia.