

Level Up GUIDE

LEVEL UP
LEADERSHIP

THE
COMMUNICATION
SCALE
W/JOHN BARRETT



SESSION SUMMARY:

Understanding the communication scale is crucial for leadership effectiveness, as messages are typically received two levels lower than the sender intends. This gap occurs due to various factors including message translation issues, different interpretations, background noise, and varying levels of engagement. To overcome these challenges, leaders must consciously elevate their communication style without becoming overbearing. Effective leaders utilize several key strategies to bridge the communication gap, including clear body language, vocal variety, and intentional expressiveness. They consistently aim higher than their target impact level and regularly check for understanding. The principle that unclear communication becomes increasingly muddled as it reaches the audience emphasizes the importance of crystal-clear message delivery. To improve communication effectiveness, leaders should regularly evaluate their current level, add two points to their desired impact level, and gather feedback from their team. This process of continuous assessment and adjustment helps ensure messages are received as intended, ultimately growing leadership influence through enhanced communication ability.

GROUP QUESTIONS:

- How do you currently rate your communication skills?
- Can you recall a time when your message was misunderstood? What happened?
- What steps can you take to ensure your communication is clear and effective?
- How does the 'minus two' concept change your perspective on communication?
- In what ways can you 'over-exaggerate' your communication without being over the top?
- How can body language enhance your communication efforts?
- What role does feedback play in improving communication?
- How can you apply the principle 'if it's a mist from the pulpit, it's a fog in the pew' in your daily interactions?

APPLICATION:

This week, practice over-exaggerating your communication in a specific area of your life, whether at work, home, or in your community. Reflect on the outcomes and any changes in how your message is received.