

## ***Leadership Language***

Common wisdom about leadership often favors "leading by example," so you might not think too much about the way your team interprets what you say. But the words and phrases you use do matter and can have a real impact on your team's morale and productivity, according to Nicole Fallon, Managing Editor of Business News Daily in a June 27 article.

Every employee is different and therefore will respond best to different types of motivational language. It's important to plan your words and phrases to ensure that you connect with your employees in a meaningful way. The most impactful leaders are the ones who think about how they will energize their people. They know what makes them feel confident and likewise what drains their energy. Rather than talking about plans or tactical objectives, they are able to link their employees' current circumstances with some kind of opportunity or outcome that they'll care about.

Fallon quotes James Rohrbach, CEO of language school Fluent City, who says "there is no single magic phrase that will always inspire your team to achieve its best; motivational leadership comes from an authentic emotional connection with your team." He suggests looking your colleagues in the eye and asking them how they are, then really listening to the answers, and telling them regularly what you are grateful for in their work and why.

Motivating employees takes dedication and time. A one-off message of encouragement or the occasional "pat on the back" won't be enough. To be effective, you need to constantly work at it and refine your message.