

Communicating with Influence

- Task 2.2 – Facilitate Individual Learning
- Certificate IV in Leadership and Management (BSB40520)
- Facilitator: Samuel Eaton | Venue: Melbourne Head Office
- Session Focus: Turning Leadership Values into Voice



Session Purpose

1

Develop the ability to communicate with clarity, empathy, and authority.

2

Transform leadership values into meaningful and memorable communication.

3

Build emotional intelligence and integrity through professional dialogue.

4

Key Message: Leadership influence begins with how you communicate, not what you command.

Learning Objectives



1. EXPLAIN THE PRINCIPLES
OF INFLUENTIAL
COMMUNICATION.



2. APPLY EMOTIONAL
INTELLIGENCE IN BUSINESS
COMMUNICATION.



3. ADAPT TONE AND
STRUCTURE TO DIFFERENT
AUDIENCES.



4. REFLECT ON PERSONAL
COMMUNICATION STYLE
AND VALUES.

What Is Influence?

The ability to inspire others through authenticity and purpose.

Influence = Credibility + Connection + Clarity.

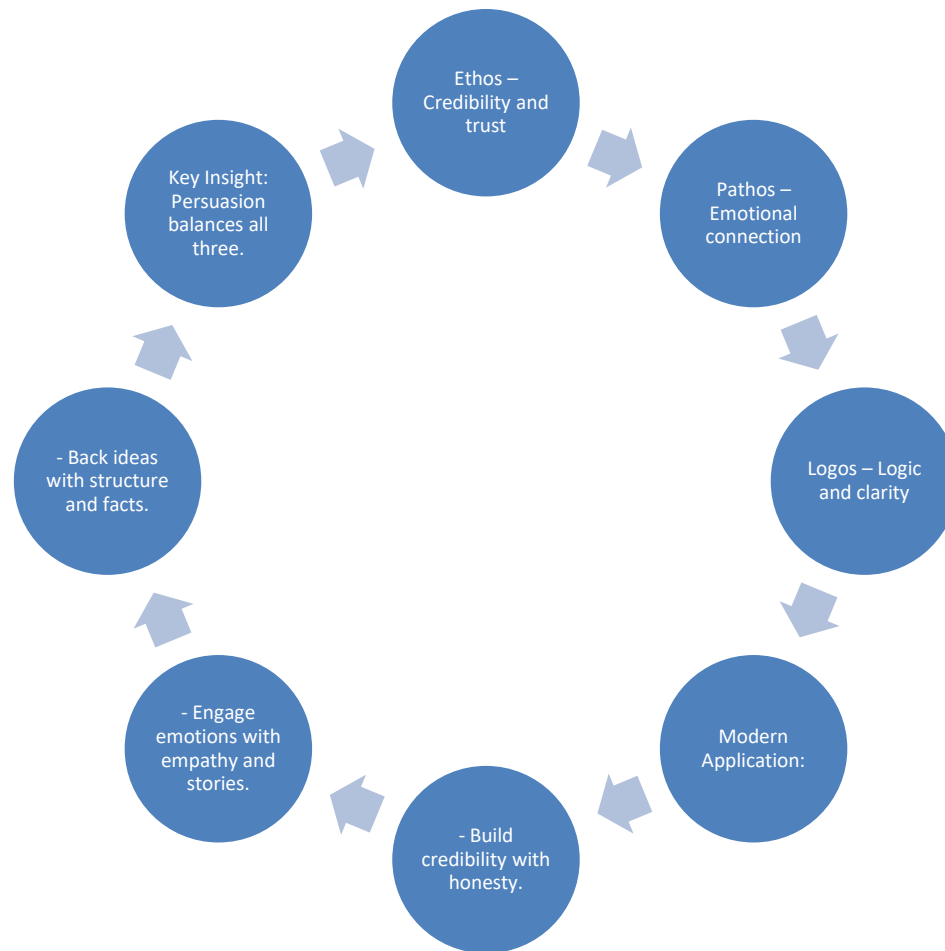
Credibility: People believe you.

Connection: People feel understood.

Clarity: People understand you.

Discussion: Which of these three do you rely on most in your workplace?

Aristotle's Timeless Model



Tone and Presence

Non-Verbal Influence:

- Eye contact = Confidence

- Posture = Authority or openness

- Pacing = Composure

- Pausing = Impact

Practical Tip: Presence communicates your values before your words do.

Communication Under Pressure

Leadership is tested in moments of uncertainty.

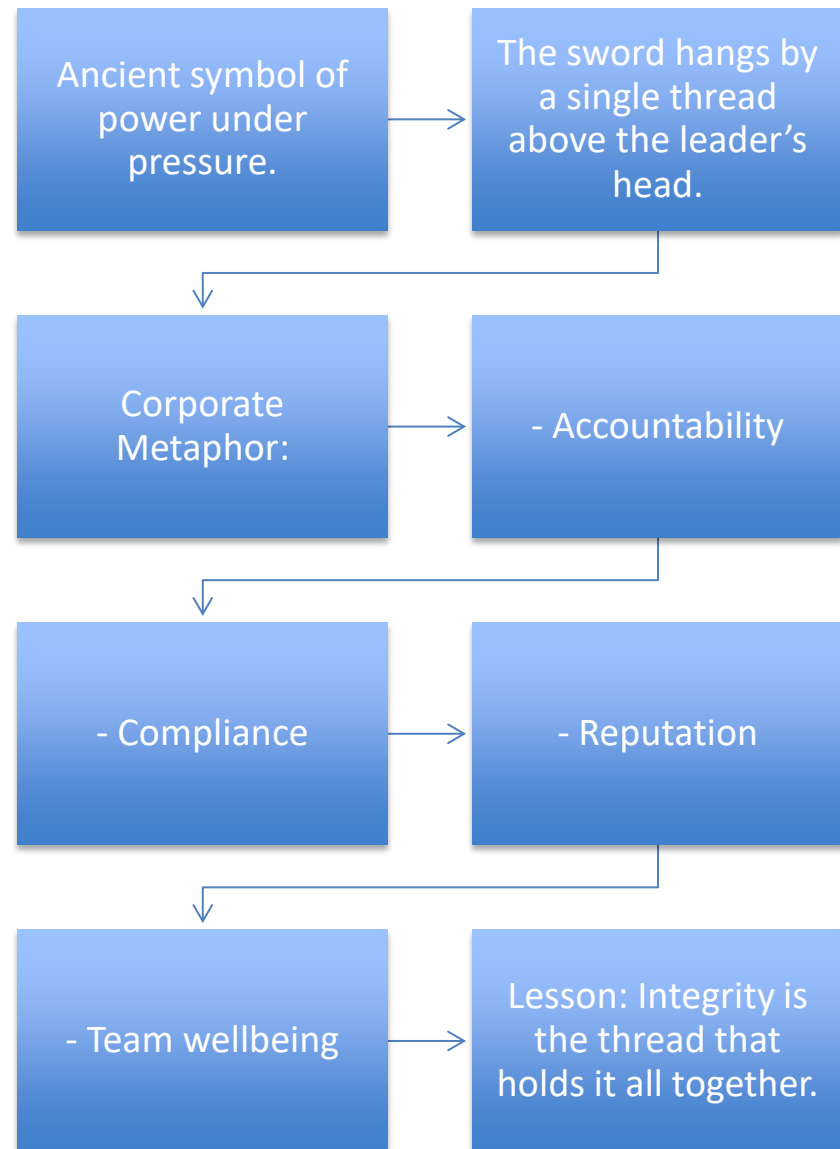
- Calm tone = Stability.

- Transparent messaging = Trust.

- Empathetic phrasing = Loyalty.

Business Parallel: The leader's language shapes workplace morale.

The Sword of Damocles



The Elevator Message Framework

- Purpose: What do you want to achieve?
- Value: Why does it matter to them?
- Action: What do you want them to do next?
- Example:
 - “I’d like to propose automating our client onboarding. It’ll reduce wait times by 30% and improve satisfaction. Could I present the plan next week?”
- Exercise: Write and rehearse your 30-second pitch.



Emotional Intelligence in Communication

Self-awareness: Managing your reactions.



Self-regulation: Speaking with intent, not impulse.



Empathy: Understanding others' perspectives.



Relationship management: Building trust over time.



Quote: "People don't care how much you know until they know how much you care."

Integrity and Alignment

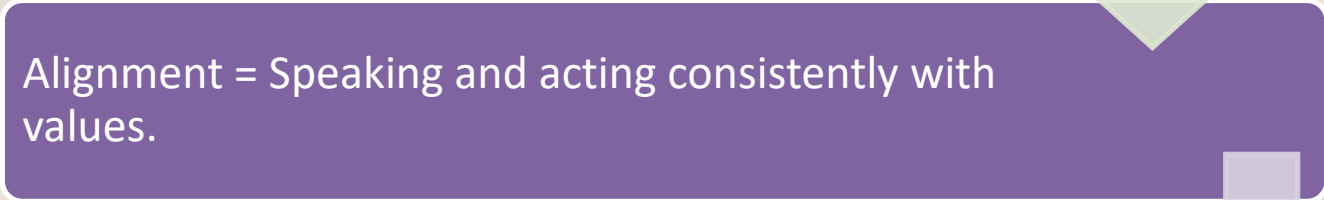
Influence without integrity is manipulation.



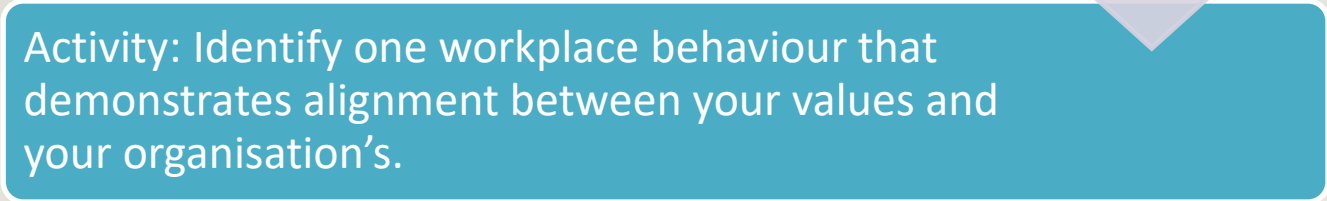
Integrity without communication is invisibility.



Alignment = Speaking and acting consistently with values.



Activity: Identify one workplace behaviour that demonstrates alignment between your values and your organisation's.



Feedback as a Leadership Skill



Feedforward Approach:



1. Describe behaviour.



2. Describe impact.



3. Offer future improvement.



Example:



“You spoke with passion — great energy. Next time, pause briefly before your key point to emphasise it.”



Result: Encouragement and improvement, not criticism.

Reflection and Continuous Growth

Reflection Questions:

- Did my tone match my intent?
- Did my message reflect my organisation's values?
- Did others leave clearer and more confident?

Insight: Reflection turns good communicators into trusted leaders.

Culture Through Communication



Every conversation shapes organisational culture.



Consistency builds credibility.



Authenticity drives engagement.



Respect creates safety.



Takeaway: Culture is created by daily conversations, not mission statements.

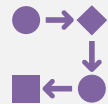
Communication Action Plan



Start Doing: Pause before responding.



Stop Doing: Using uncertain language (e.g. “I think maybe...”)



Continue Doing: Framing ideas around shared purpose.



Prompt: What one behaviour will you strengthen this week?

Closing – Voice and Legacy



Leadership is communication.



Communication is character.



Influence is the alignment of words and values.



Final Thought: Lead with clarity. Communicate with conscience. Act with courage.



Next Session: Leading Teams Through Change