



## **The Language of Great Leaders**

In this keynote, Eric Crowell will speak about the power of language in leadership. In the past, leaders relied on descriptive language that explains and describes; the leaders of the future use generative language that is action-oriented and designed to generate future possibilities through deep listening, designing conversations and embracing conflict. In this keynote, I will share with the audience how leaders go from good to great with the 3 key building blocks of "Generative Communication".

### **1. Engage in Deep Listening**

Listening is one of the most powerful tools for a leader. People will tell you everything you need and want to know about your organization and themselves when they complain. People complain the most about issues they care about the most. Deep listening allows leaders to see through the emotion and hear opportunities to connect and co-create to create new possibilities.

### **2. Be a Designer of Generative Conversations**

To generate action consistently in an organization, you need to use communication tools that will support action and future:

- Leverage the 5 P's to Design a Generative (future-oriented) Conversation
- Make Clear Requests and Promises for Future Action
- Create Dialogue vs Monologue Conversations

### **3. Embrace Conflict**

Great leaders understand the power of holding safe space (no judgements) for opposing ideas to surface and are at ease with ideas and comments that lead to tension and conflict. Opposing ideas, tension and conflict uncover gaps in your organization and bring about new opportunities and possibilities to support future growth. When you listen deeply to complaints and frustrations, you will hear what people really care about and the value they want to bring to the organization.

This keynote is packed with excellent stories and quality examples that the audience will relate to and use to support you in becoming a "Generative Communicator" who can consistently influence others to act!

Time: 90 Minutes

Video: [Creating a Culture of Deep Listening](#)