

"The compelling combination of Kevin Murray's unique storytelling and groundbreaking model of leadership communication makes this a must-read for every leader who wants to raise their game."

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"This is an insightful and essential handbook for leaders – it is packed with useful tips for effective communication."

Sahar Hashemi OBE, co-founder, Coffee Republic

To be successful, leaders must inspire others to achieve great results. How well you perform as a leader will depend on how well as a leader you communicate – but few leaders are taught the critical communication skills that enable them to be inspiring. To be inspiring, you need to be more authentic, more empathetic and more engaging. You need to learn how to tell stories and how to truly listen. You need to understand why you should stand up for your compelling point of view, and be hyper-aware of the unconscious signals you send. You need to learn how to articulate an inspiring vision and how to lead the critical conversations that change everything. Together, this mix of communication skills can provide the super-fuel that will enable you to be hugely effective.

Communicate to Inspire is an essential manual for any aspiring leader, answering the key question: If you want to be a better leader, how do you communicate in a way that inspires? Kevin Murray presents 12 clear principles of leadership communication and how they contribute to trust, engagement, relationships and reputation. Drawing stories from the successful coaching of CEOs and decision makers from a wide range of global organizations, the author examines and analyses key successes (and failures) in the leadership process and provides a unique and successful model for developing your own leadership skills. Be the inspirational leader you want to be.



Kevin Murray specializes in strategic communications, reputation management and leadership communications coaching. He has 40 years' experience in communications, including appointments as Director of Communications for British Airways and Director of Corporate Affairs at the UK Atomic Energy Authority. He is currently Chairman of The Good Relations Group. He is also author of *The Language of Leaders*, shortlisted for the CMI Management Book of the Year Award 2013 and also available from Kogan Page.

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Leadership

COMMUNICATE TO INSPIRE

KEVIN MURRAY



"I'm always sceptical of the latest management book to hit the shelves. But this is an exception. It is a rich source of information and insight for anyone leading teams and wanting to make a difference."

Paul Mylrea, professional communicator and former President, CIPR

COMMUNICATE TO INSPIRE

A GUIDE FOR LEADERS

KEVIN MURRAY



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