



Effective leaders recognise the importance of communication when building solid relationships and by following these three principles the relationships between the leader and those they lead and their team will grow stronger...



**LISTEN:** Leaders pay attention when others are speaking and listen what they're saying. Mindful of others thoughts and feelings, they remove anything that distracts from the conversation to focus on what people are conveying.



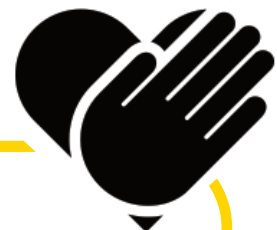
**UNDERSTAND:** Leaders appreciate what other people do and value their contributions. They are open to new ideas and eager to learn new things. Effective leaders take time to understand where people are coming from as it will pay dividends in the long term.



**ACKNOWLEDGE:** Leaders acknowledge the contributions of others. They are quick to give credit to others for their successes, celebrating achievements and accomplishments within their team. Good leaders know that people will be more motivated to work hard and try new things when their efforts are acknowledged.

**TRUST** IS THE STRONGEST GLUE OF LIFE.  
IT IS THE **MOST** ESSENTIAL INGREDIENT  
IN EFFECTIVE **COMMUNICATION**.  
IT IS THE FOUNDATIONAL PRINCIPLE THAT  
**HOLDS** ALL **RELATIONSHIPS**.

STEPHEN R COVEY



A **RELATIONSHIP** WITH NO **TRUST**  
IS LIKE A MOBILE PHONE WITH NO SERVICE.

UNKNOWN