

LINCOLN AND THE ART OF COMMUNICATION

EXPLORING THE FUNDAMENTAL LEADERSHIP COMPETENCIES

In the past week have you stopped reading an email before reaching the end? Or, have you reached the end and needed more information? Have you been frustrated because you were given too few options, or too many? Annoyed because the writer used too many confusing phrases, or overcomplicated their language? These are all symptoms of communication pieces that are not as effective as they might be, and ones that we will quickly forget.

On the other hand, why is it that we still remember Abraham Lincoln's Gettysburg Address over 150 years after it was delivered? And not just in the United States, but around the world. What are the secrets that have allowed it to become, in the words of Britain's Lord George Curzon, "Among the glories and treasures of mankind?" What made both the Chinese in 1912 and the French in 1946 adopt it as the principle undergirding their ruling documents or constitutions?

This session uses Abraham Lincoln, our nation's greatest Communicator in Chief, to explore the **fundamental competencies of interpersonal skills, oral communication, and written communication**. Weaving together Lincoln's greatest speech and extensive-research on decision-making and communication styles, this session explores how we can adapt our messages to reach every possible audience. A range of hands-on, practical and fun activities help illustrate the principles covered in ways that participants will never forget.

