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 had 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 finest 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.

Executive Mansion. How sever and seven years ago our father brought forth, upon this continent, a new nation, concer in liberty, and dedicated to the proportion that "all men are created equal" Now we are engaged in a great curl war, testing whether that nation, or any nation so concern and so dedicated, can long endus, We are met on a great battle field of that was. We have como to dedicato as portion of it, as a final rest. ing places for those who died here, that the nation might live, other we may, in all propriety do. But, in a larger sense, we can not dedicate we can not consecrate we can not hallow, this grown -The brave men living and dead who struggles her have hallowed it, for above our poor power to add or detact, The world will little note, nowlay remember what we say hero; while it can never forget what they draw how. It is rather for us, the living to stone



