



- Why the Gap?**
- We differ in our preferences for focussing on big-picture concepts or factual detail
 - We only retain a small proportion of what is said initially and soon forget half of this
 - Most communication is non-verbal and generally involuntary

- Non-Verbal Communication**
- Kinesics
 - Proxemics
 - Paralanguage
 - Autonomic changes

What is Leadership?

• *'Leadership is a function of knowing yourself, having a vision that is well communicated, building trust among colleagues and taking effective action to realise your own leadership potential.'*

Bennis and Goldsmith (1994)