

Leaders Are Communicators

An old saying – and probably you’ve heard it – proclaims: *That which can be misunderstood will be misunderstood.*

Here is an example ...

A resolution, passed by the Board of Councilmen in Canton, Mississippi, in the mid-1800s, focuses on an action that could be neither understood nor implemented:

“Number one: Resolved by this Council that we build a new jail. Number two: Resolved that the new jail be built out of materials of the old jail. Number three: Resolved that the old jail be used until the new jail is finished.”

In many ways, effective communication begins with mutual respect – communication that inspires, encourages or instructs others to do their best. When you respect people, you will never be rude to them. Consequently, by treating them with respect, you will get cooperation, enthusiastically given instead of grudgingly given.

Respected individuals are going to work harder to become peak performers, wanting to do more and more.

If people like you, they will work harder for you. If they don’t like you, they might work to keep their jobs, but they won’t really be giving the effort they are capable of giving.

People might perform to retain their employment because duty and responsibility demand that they do a job well. But love and encouragement enable people to do work beautifully. When you communicate to people that you genuinely appreciate and respect them, and follow up with consistency of action, you establish rapport with and confidence in your people that will make a difference.



Communication is not necessarily an easy skill to learn, but it really begins with seriously listening to what the other person says. By listening with respect, you will learn things that can make a difference.

Consistency will be the result, and consistent performance is the key to excellence.

But in your hearts revere Christ as Lord. Always be prepared to give an answer to everyone who asks you to give the reason for the hope that you have. But do this with gentleness and respect (1 Peter 3:15 ESV).

– Beecher Hunter