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Micromessaging: Why Great Leadership is Beyond Words

Stephen Young

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Should you sweat the small stuff?

Absolutely, says Stephen Young-especially when it comes to those critical behaviors that can make or break performance. The reason is simple: no matter what you think you're saying, your words, gestures, and tone of voice can actually communicate something entirely different.

Too often, negative micromessages undermine morale, business opportunities, and ultimately your organization. *Micromessaging* examines the nuanced behaviors that we all blindly use and react to in our dealings with others. Yet as Young points out, these micromessages can reveal a lot about our own-and our superiors'-biases and preconceived notions. Learning how to constructively address these behaviors can bring about positive change.

Young offers a common language for encouraging open discussion in the workplace, along with skills to identify and address familiar micromessages; tools for deploying microadvantages; and real-life workplace scenarios, self-assessments, and solutions that help readers interpret and alter ingrained behaviors and their effects. He delivers valuable information on

- Cruicial leadership skills and how to acquire them
- Universal workplace cultural issues
- How expectations affect the performance of others
- Ways to speak fairly, not falsely
- Techniques that eliminate group think
- How to reset the "filters" you use to "screen" others

Based on research from MIT, Young's approach has already helped numerous Fortune 500 clients, including Merck, Intel, Lockheed Martin, Starbucks, IBM, Boeing, Wells Fargo, Bank of America, Cisco, and Raytheon to increase leadership effectiveness. With its proven wisdom, you can experience what so many business executives worldwide have discovered and make it a powerful part of your leadership skill set.

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