



The Communication Book: How to say it, mean it, and make it matter

Emma Ledden

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'A must read for any aspiring executives looking to improve their professional communication skills.'

Gordon Tobin, Head of Global Sales University, LinkedIn

'Insightful, practical and easy to follow. This leads the charge on how to communicate effectively.'

Mairead Fleming, Managing Director, Brightwater Recruitment Specialists

'Be the best you can be in communicating effectively with your audience. The three-step approach in preparation before you speak is at the heart of it all.'

Michael McDonnell, MBA Programme Manager, UCD Michael Smurfit Graduate Business School

Effective communication is too vital for you to leave to chance. Make sure what you're saying is simple, clear, compelling and gets results.

The Communication Book is your straightforward, practical and expert guide to the secrets of great communication for all the important scenarios you face in business today.

With Emma Ledden's expert help, quick tips and proven three-step visual approach, you'll learn how to:

- **Plan and prepare** – focus on what you want to say and how you're going to say it.
- **Know yourself** – understand what *you* want, how to get there and how to know when you've succeeded.
- **Know your listener** – understand what *they* want, what they're thinking and how they will feel about what you've got to say.
- **Keep in control** – learn the secrets to staying on track, feeling confident and managing your reactions.

Learn to communicate like a pro so you can instantly connect, engage, influence and get the results you want.

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Deborah Brantley:

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