



# Voice Lessons: Applying Science to the Art of Leadership Communication

*Ron Crossland*

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Presentation skills, written communication training, and formal rhetoric and debate skills are all useful, basic developmental tools for modern managers and leaders. The explosion of new communication evidence from the fields of linguistics and neuroscience have modified and even overturned decades of best practices. The modern manager or leader, in order to be at the top of their communication game, needs to understand which ideas of the past still work and which habits of the past to break. This book works hard at providing the scientific evidence for modern leadership communication. Practical and useful, it will help any manager who wants to upgrade their communication skills understand what aspects of communication most matter. Science has always informed art and this book applies science to the spirit and art of excellent communication. There are two great keys to enhancing your ability: practice and practicing the right thing. This book will provide you with encouragement for the first and information for the second.



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