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During his campaign, Gore made 10

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common leadership mistakes; if you come to understand them, you will know how to use the “Secret Language of Leadership”: “Unclear, uninspiring goals” – In his first presidential debate, Gore lost his audience to information overload when he outlined a program of change based on 11 goals.

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To illustrate his point, Denning offers his own narratives on the six enablers behind the secret language of leadership. Denning observes that narratives are too often about the speaker and not about the audience. "But the hard part of communication is

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often figuring out what story the audience is currently living,” the author asserts.

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change is to have any effect, they have to communicate it to the people they

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aspire to lead. True, the leaders' actions will eventually speak louder than words, but in the short run, it's what leaders say—or don't say—that has the impact. The right words can have a galvanizing effect, generating

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The language of leadership is most effective when certain enabling conditions are in place, including a truthful commitment to a clear, inspiring change idea that is illuminated by narrative intelligence, appropriate body language, and an understanding of the audience's story.

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just finished reading Stephen Denning's

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book, The Secret Language of Leadership. The following is my take away: What Denning offers to the mound of leadership books is a unique authenticity that never sugar coats the difficulties of reality.

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The book introduces the concept of narrative intelligence—an ability to understand and act and react agilely in the quicksilver world of interacting narratives. It shows why this is key to the central task of leadership, what its dimensions are, and how you can measure it. The book's lucid

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