



Lewis-Barned & Associates
‘Language Impact’ Diagnostic

**UNDERSTANDING THE IMPACT THE CHOICE OF
LANGUAGE IS HAVING ON EMPLOYEE
ENGAGEMENT IN YOUR ORGANISATION**

Introduction

Most people might observe that the choice and use of language has a pivotal role in the effectiveness of personal leadership; it also heralds and promotes organisational change, and gives meaning to the values and attributes of a brand.

Through words – as well as actions – business leaders seek buy-in or engagement with a vision; a deeper employee understanding and commitment to organisational change; and a positive climate for, and belief in, a successful future built around the launch, or revamp, of a brand.

Language Impact

A new diagnostic tool, **Language Impact**, designed by Paul Swift Coaching (www.paulswiftcoaching.com) and Lewis-Barned & Associates (www.lewis-barned.co.uk), aims to give business leaders a ‘heads up’ about the progress being made to put these key messages across to employees.

In particular, we seek to explore how and, to what extent, the language used and endorsed by leaders in organisations is perceived as:

- Helpful, constructive and positive
- Understood
- Widely used or ignored
- Used appropriately by others
- Appreciated or loathed
- A vehicle for subtle or overt coercion, manipulation and control or
- An aid to a deeper understanding and collaboration.

The data gathered by the diagnostic gives business leaders an important insight into how their scripts and internal communications efforts are being received by the people who need to respond most positively to their call to action – their employees.

Methodology

A 25 item questionnaire is used by our interviewers during the course of a one hour, private and confidential, face-to-face meeting. No personal information about the respondent is collected and therefore all the data gathered is anonymous - the client company only receives aggregated feedback.

The ground rules, and the engagement of an independent third party, are designed to ensure employees feel they can be honest and speak their minds without fearing that by revealing their thoughts they might be damaging their careers in some way.

Who should use this diagnostic?

Our tool is designed for organisations that have undergone recent significant organisation change (including the appointment of a new leader) and/or a launch/repositioning of a major brand.

Our purpose is to explore the way language has been experienced during such times. In particular we will research and reveal:

- **The use of language in influencing people's mental mindsets.** How does language influence the way people think and behave?
- **The use of language in describing change.** How does language aid the understanding of what is changing?
- **The use of language in generating change opportunities.** How does a different approach to language generate new possibilities that were not previously considered?
- **The impact of language on relationships.** How does language impact on people's ability to relate to each other?
- **The impact of language on bottom line performance.** How is language enabling/disabling improvement in productivity or innovation that directly or indirectly affects profitability?

Results

The **Language Impact** report analyses the findings under a series of key areas. Typically these include:

- Key issues raised
- Risks and opportunities
- Strengths
- Analysis of responses
- Recommendations.

We will also consider the results in the light of a respected organisational effectiveness model.

We are always willing to discuss the proposed format of the Report with clients and to tailor our analysis to meet particular, specific needs.

About us

Paul Swift MA is a respected organisational change consultant and business coach and managing director of PSC (www.paulswiftcoaching.com). David Jacobs MA is a partner with Lewis-Barned & Associates (www.lewis-barned.co.uk) - a niche firm of business communicators and copywriters.

Next steps

If you would like to find out more please contact David (david@lewis-barned.co.uk) to arrange an initial meeting. Alternatively please phone him on 01444 811292.