



## COMMUNICATION AS A GREEN LEADER



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In the world of green leadership, there are those who direct and those who guide. One of the key skills of a true leader is effective communication, i.e. the art of communicating in such a way as to achieve full understanding. Communication, understood as a tool for building relationships and bonds, is the key to success both professionally and personally. The principles of communication, whether alone, with a group or with an audience, are universally similar. However, before communicating with others, it is worth learning how to communicate with one's self - the starting point for a green leader. In the world of the green leader, this exchange of information could be shortened to three words: sender message receiver. It is the kind of exchange of ideas that takes place between participants in a conversation. Although internal dialogue has its importance, for real communication we need at least two people and some space. In the past, communication required a physical meeting, but today, thanks to technology, we talk via the Internet or telephone, even if thousands of kilometres separate us. The beginning of our communication journey takes place from almost the moment we are born. Those screams and shrieks we make shortly after being born - these are our first messages to the world. Although it seems that the ability to communicate - is a trait innate with us, everyone has their own predisposition and this ability needs to be developed and improved practically throughout our lives.

Communication in the field of green issues is crucial, as it helps to raise public awareness of the essence and scale of environmental problems (climate change, environmental degradation, biodiversity loss, etc.). Through effective communication, we can mobilise the public and governments to take action on nature conservation and sustainable development. Green education communication can shape environmental attitudes from an early age.

Green communication must, above all, be responsible and based on reliable and verified sources of information. It should be understandable to a wide audience, eliminating specialised language and terms that are difficult to understand. It must promote environmental awareness and active involvement in environmental activities. Green communication should inspire a change in habits and actions towards sustainability, highlighting the benefits of taking care of the planet. It must take into account cultural and social diversity, tailoring messages to specific audiences. It is a two-way process, taking into account the opinions and needs of the public and listening to concerns and suggestions from stakeholders.

In a green leadership role, the ability to communicate becomes even more important. It's not just what we say, but how we say it. Our verbal communication is about getting the content right - we convey what we want, while gaining the chance to immediately correct or clarify in response to the recipient. It is crucial that we use language that the speaker understands, adapting both the vocabulary and the scope of the content. Consistency between what we say and how we say it is

also important. However, communication is not just about words. Entering the realm of non-verbal communication is like taking a step into another world. It's not just body language - gestures, posture, facial expressions - it's also our appearance, attire, tone of voice, eye contact and many other nuances that add a lot to the message. Each of these elements has its own significance, and while non-verbal communication may be more difficult to master, it conveys much more than words.

The first and crucial step on the road to being a green leader is the ability to have a dialogue with yourself. You will not acquire the conviction of others for your ideas if you are not fully confident about them. Your achievements in the professional sphere will not be complete if chaos reigns in the spiritual, intellectual and emotional spheres. Also, you will not succeed externally if you do not create an inner harmony, filled with peace and a feeling of freedom, linking what you do to your core values.

Learn to communicate with yourself with as much conviction as if you were trying to convince your partner of a business deal. Engage in dialogue with yourself as if you were talking to another human being. Listen to yourself as you would try to listen to others. Only when you have built a stable relationship with yourself will you be able to create an authentic relationship with the outside world.

To build awareness about the importance of environmental protection as a green leader, you can use various forms of communication, such as face-to-face conversations, written messages or video conferencing tools. It is important to be authentic and engaged, encouraging others to join in environmental initiatives.

Considering the role of a green leader, there are many aspects to consider in terms of communication. First and foremost, communication plays a key role in building awareness and commitment to sustainable practices and in guiding the team towards greener operations. Proper communication can be like a bridge, connecting diverse stakeholders and creating synergistic efforts to achieve environmental goals.

- **It appears as clear communication.** Whether you're sending a message through tools such as Slack, writing an email or giving a spontaneous response during a conversation, try to convey information in a clear and understandable way.
- **It serves to resolve conflicts, not create them.** The main purpose of your communication is to effectively solve problems or promote effective collaboration on a project or task. Well-conducted communication can help you detect barriers and provide feedback, but always aim to improve the situation.
- **It works both ways.** Any form of communication in a work environment is an exchange of information, even if one party communicates primarily through non-verbal communication. It is

important that both the giver and receiver of information have the opportunity to express their thoughts and opinions.

Communication plays an extremely important role in the role of the Green Leader, who aims to promote sustainable practices and green growth within the organisation. Effective communication in this role involves skilfully combining different forms of communication and using verbal and non-verbal communication to build awareness, engage the team and inspire pro-environmental action. The Green Leader should be aware of his or her role as a role model for others in the field of environmental protection. His or her non-verbal communication, such as posture, facial expressions, and personal commitment to green development practices, can be a powerful tool to inspire and motivate employees. At the same time, effective verbal communication, based on clear messages and consistency between what is said and how it is acted upon, is crucial for building trust and authentic leadership. It is also important to adapt the form of communication to the diversity of the audience, taking into account their preferences and needs. This allows the Green Leader to reach every member of the team, inspiring them to change their habits for a more sustainable lifestyle and work.

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