

Communication as a Core



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Communication as a Core - Effective communication for effective leadership! Communication is one of the essential skills of managers in almost all areas, such as in everyday management, in change processes including company health programs. Furthermore, communication is an essential component in the context of management and leadership. As operational practice often shows, many organizations invest too much time in management processes and too little in effective leadership. A key success factor for effective leadership is communication, so that leadership can be successful. The latter is particularly essential for sustainable and long-term performance as well as ability to work and perform. Which form of communication and which style are appropriate in which context? What is meant by effective communication and leadership? What role do managers take on and what responsibility do teams and employees have? (DeVito et al 2016, Franken 2019, Kinicki 2013, Rosken 2022). These are precisely the questions that will be raised and discussed in this keynote. The central construct is how entire organizations, teams and employees can be managed sustainably and successfully through effective communication.

Biography:

Prof. Dr. Anne Rosken is German Expert in the Academic Network of European Disability Experts (ANED). Beside this she works at the University of St.Gallen (Switzerland) and the Pacific Coast University (Canada). Her main research interests are Dis/Ability Management/Studies/Policy, Health and Work, Sustainability, Change Management, Leadership and Motivation, Human Resource Management, Digitization, Artificial Intelligence, Active Assisted Living. Previously, she was professor at the University of Hamburg (Germany) and program director and professor at the Carinthia University of Applied Sciences (Austria). Anne Rosken is one of the leading dis-(ability) experts in Europe. She is also a management consultant, coach and author.