

Leadership Communication Styles in New Europe: the Czech Republic A Case Study

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Presentation Outline

- Theoretical background
- Historic background
- Leadership and communication styles in the last 20 years
- 90s – transformation years
- New millenium – new challenges

Leadership Styles

- Transformational leadership
 - ethics, morality
 - attentive to the needs of followers
 - helps followers to reach their full potential (empowerment)
 - in the process leader changes himself/herself
- Transactional leadership
 - focus on exchanges

Communication Styles

- Assertive (recognition of others, effective listener, direct, honest, negotiation, compromise)
- Aggressive (absence of listening, domineering, sarcastic, know-it-all attitude, abuse...)
- Fake passive (hesitations, hedges x strong opinion)

Changes in the society: new leadership styles and different communication styles

- 80s – communist regime: authoritarian, one party leadership
 - very formal communication style, no humor
- 90s – transition to democracy: civil society, non-partisan, un-political politics
 - Key words used: free market, privatization, transition
 - re-inventing of political leadership styles and communication styles

Changes in society, continued

- 2001 – 2010 – new challenges: EU, threat of terrorism, environmental issues, global economic crisis
- pragmatic leaders, populist approach to communication, confrontational style, vulgarisms, aggression, absence of listening

Václav Havel



- Playwright – absurd dramas
 - Dissident
 - President
- new communication style, creative

Václav Klaus



- Economist
 - Ministr of Finance, Prime Minister
 - Parliament Chair – Oposition Leader
 - President
- conservative, pragmatic, arrogant

“The torch is being passed.
But to whom?”

Michael Naumann (former Cabinet Minister,
Germany)

New leadership in many European countries
in the new millenium (Sarkozy, Merkel,
Kaczinski brothers, Tusk, Fico, Slota)

Mirek Topolánek



- local politician (ODS – Civic Democrats)
- Senator
- Party leader
- Prime Minister
- EU “President”

Issues:

- Family problems
- Communications



Leadership Style

- good crisis manager
- good negotiator
- not able to communicate his visions clearly
- not able to admit mistakes
- non-ethical behavior (advisor, private travels etc.)
- breach of trust
- lost regional, won EU parliamentary elections

Communication Style

- good speaker – especially in times of crisis
- retained the Walachia (Hill-Billy) tint: “man with balls”, blunt
- sometimes arrogant and vulgar
- politically incorrect: “If they were qualified enough I am sure there would be enough women in politics”
- body language

Jiří Paroubek



- Local Politics
(Deputy Mayor of Prague)
- Minister for Local Development
- Prime Minister
- Party Leader

Leadership Style

- pragmatic
- good negotiator
- populist (use of public opinion surveys)
- not able to admit mistakes
- not able to accept loss
- lost national, won regional, lost EU parliamentary elections

Communication Style

- fairly good speaker if prepared
- easily distracted and excited
- arrogant, bragging
- sometimes uses language resembling former communist leaders



**Thank you for your
attention**