Communicative process within universities contexts not only contributes to best structure the organization in a dynamic and complementary way but also to offer answers to stimuli that come from its interior and exterior in spite of its social mission. Taking into account the importance of this process, this research had as a main goal to analyze the communicative abilities, derived from Neurolinguistic Programming, referred to: encompassing, rapport, flexibility, assertiveness, active listening, clear speaking and ability to answer; performed by 36 university leaders. Among the more relevant results found throughout this investigation, it is worth to mention the partial or total disregard of some of those communicative abilities evaluated by the selected sampling. For this reason, it is necessary to train these leaders in such areas in order to promote effective and efficient communication within universities contexts.

Keywords
Communicative abilities, neurolinguistic programming, effective communication.