

## STRATEGIC COMMUNICATION MODEL

As a leader, communication is one of your most basic and impactful tools to align and engage your people. What you say, how you say it, and how it aligns with what you do is at the heart of your role as an effective leader. Employees want to hear from you as a leader, and they are astute and often critical listeners. We have found that in strategic communication, employees are listening to your words- and watching your actions- through four lenses:



They want to know, in summary: “Where are we going and why should I care? What do you want me to do, and do *you* care?” They want to know the truth, and can tell long before you can whether you are credible in your communication. They are naturally attuned to inconsistency, and know that this impacts their willingness to trust you and follow you as a leader.

Communicating effectively across these four dimensions is not complex, and does not need to be long: in fact shorter is often better. But it requires thought, focus, and attention. It is one of the most powerful but overlooked assets in a leader’s portfolio.