

THE LEADER'S MESSAGE

PRINCIPLES

PRINCIPLE OF SELF

When you communicate, you are communicating your perspective. Take full ownership of what you say. Ownership includes owning your opinion, feelings, fears, and the truth of the message. Be congruent with the message that you are delivering.

How will I take full ownership for my message?

PRINCIPLE OF AUDIENCE

Relationships are the heart of effective communication. The quality of communication depends on your ability to identify with your audience by speaking their language and understanding their needs. Meet the audience where they are and communicate accordingly.

How will I help the audience connect with the message?

PRINCIPLE OF CONTEXT

The needs of the situation determine the purpose of your communication, whether it is to inform, deliberate, or persuade. All aspects of the communication, from what you say to how you say it, should resonate with the moment. Keep your desired outcome in mind as you communicate.

How will I craft the message for the most positive impact?

