FUNDAMENTALS OF LEADERSHIP COMMUNICATION **PURPOSE:** What is the desired result of this communication?

What's at stake here is...

Exercise 1: The ONE Thing



Write a single sentence below that defines your overall purpose:

Exercise 2: Best Case / Worst Case

Answer the three questions below:



What is the action we must take?



If we take this action, what is the best case we can expect?



If we don't take this action, what is the worst case we can expect?

Format: (who) is going to take (what) action for (why) reason or purpose

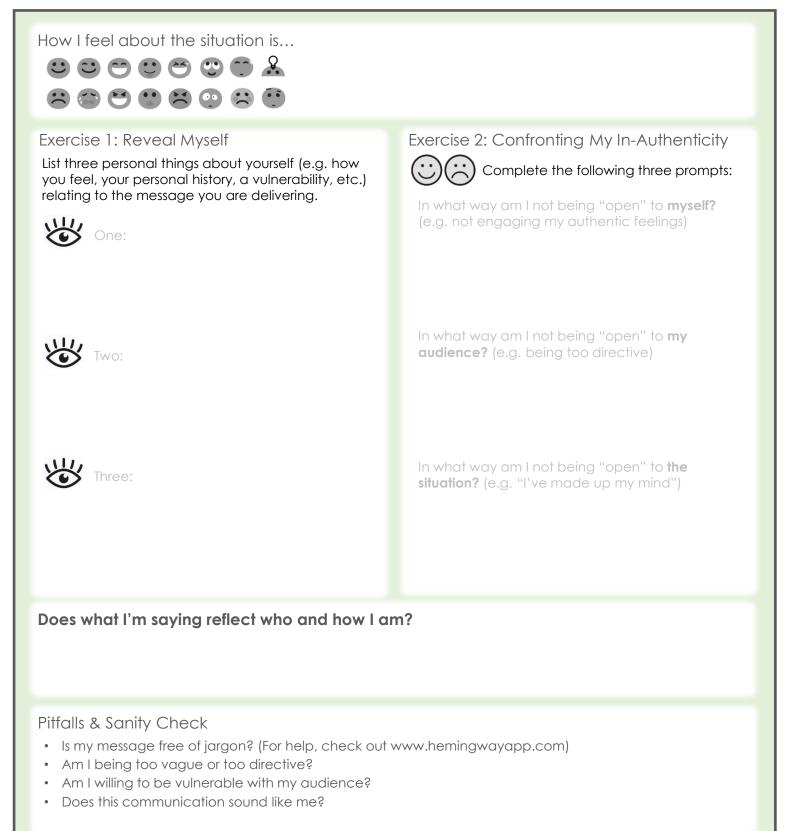
What is the desired result of this communication?

Pitfalls & Sanity Check

- Is the message needed?
- Does my message have one thing, or is it muddled by multiple purposes?
- Can I describe my purpose as a single sentence?
- Have I considered the unintended consequences of my message?

AUTHENTICITY

FUNDAMENTALS OF LEADERSHIP COMMUNICATION **AUTHENTICITY:** Does what I'm saying reflect who and how I am?



TRUTH

EMPATHY