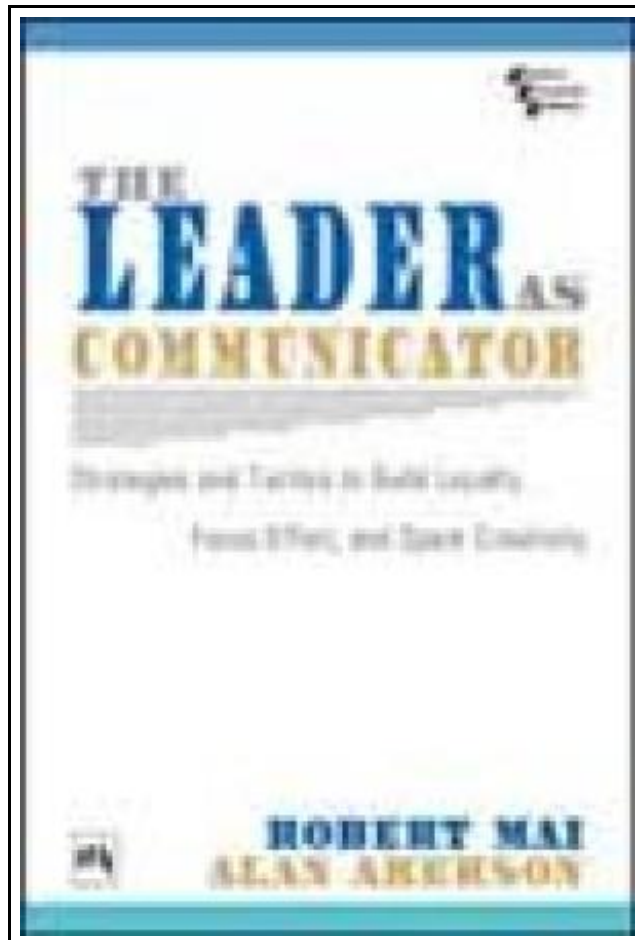


## The Leader as Communicator: Strategies and Tactics to Build Loyalty, Focus Effort, and Spark Creativity



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***(Mr. Keyshawn Weimann)***

## THE LEADER AS COMMUNICATOR: STRATEGIES AND TACTICS TO BUILD LOYALTY, FOCUS EFFORT, AND SPARK CREATIVITY



PHI Learning 0. Hardcover. Book Condition: New. First edition. The ability to communicate with clarity, power and purpose has become a crucial leadership competency today more than ever before. It is important for the leadership to connect with people in the organization as it has enormous consequence for the contributions people make, their loyalty to the organization, and how far they will ?stick? to it. In this compact and easy-to-read text, Robert Mai and Alan Akerson, two communication professionals with vast experience of working with executives of large corporations, government agencies, and not-for-profit organizations, show how critical leadership communication is as a leadership competency in guiding organizations through turmoil and transition. They also show the new context in leadership communication as organizations today look to accomplish their goals. Besides, the book demonstrates that in confronting the challenges that an organization faces, the leadership needs to assume different communication roles. This would enable the organization to keep its workforce more focused, motivated, and inquiring. It would also make the organization flexible and quick to take advantage of opportunities so that it aligns with real priorities, is able to adapt, and renew itself constantly. In all these, the authors strenuously strive to make communication a strategic leadership concern. CONTENTS: List of Figures. Acknowledgments. Introduction. Part I: THE AGENDA FOR LEADERSHIP COMMUNICATION?1. Leaders as Communicators. 2. Critical Issues for Leadership Communication. Part II: THE LEADER AS COMMUNITY DEVELOPER?3. Meaning-Maker. 4. Storyteller. 5. Trust Builder. Part III: THE LEADER AS NAVIGATOR?6. Direction Setter. 7. Transition Pilot. 8. Linking Agent. Part IV: THE LEADER AS RENEWAL CHAMPION?9. Critic. 10. Provocateur. 11. Learning Advocate. 12. Innovation Coach. 13. Assessment. Bibliography. Index. Printed Pages: 288.

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