



Key Communicators: Five Questions All Leaders Should Ask

Even with the cost of poor communication well-documented, many leaders fail to make time to communicate effectively. While most believe they can communicate well when they have to, effective communication is not a one-time event. Most CEOs and executives have learned and say, "You can't communicate too much." Even so, they are leaders who communicate too much insignificant or insensitive information. Employees are hungry for relevant, timely and the most current information. If employees lack what they perceive as crucial information, they become disengaged and then, **communication is too little and too late**.

Develop your own intentional communication practices by designing your own communication strategy. As a start, and especially during times of change, ask yourself the following five questions:

1. What do I need/want to communicate?
 - (business purpose or ideal outcome)
2. Who is most important for me to stay connected with or reach?
 - (key stakeholders)
3. How can I best adapt what I want to say to resonate with the intended listeners?
 - (internal or external stakeholders/how often)
4. What channel works best with each stakeholder group?
 - (face-to-face, phone, text, email, card, Skype, etc.)
5. What opportunities are you giving others to communicate with you?
 - (ask questions, share concern, offer feedback and/or ideas)

Answering these questions and building a communication plan based on your answers will help you develop more intentional and consistent communication practices.