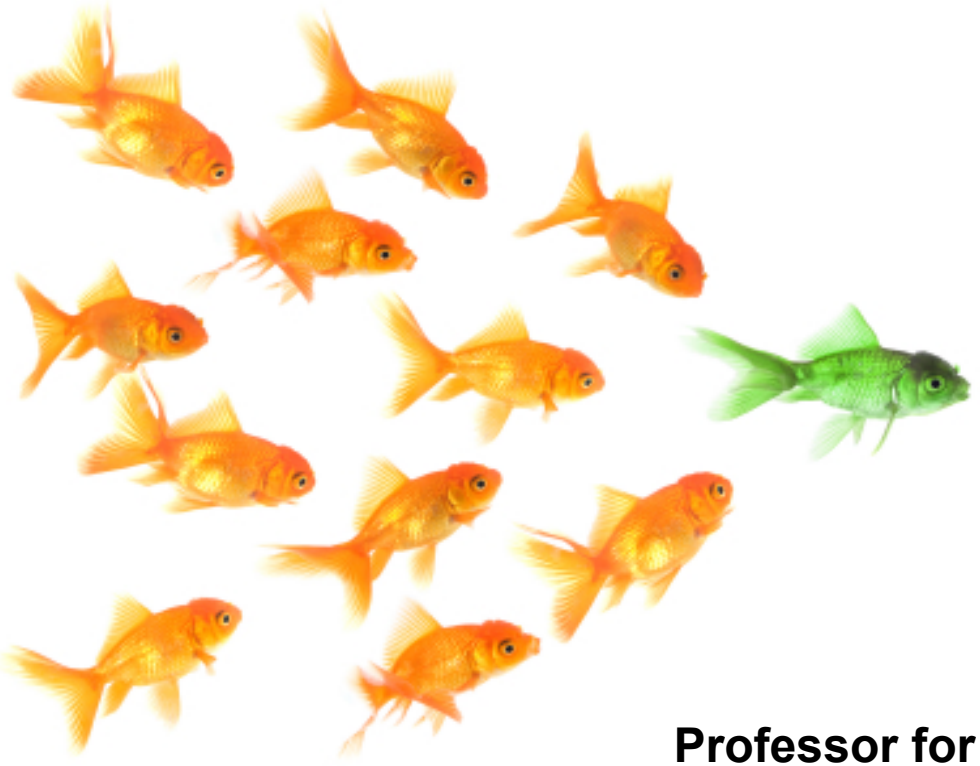
Effective Leadership Communication



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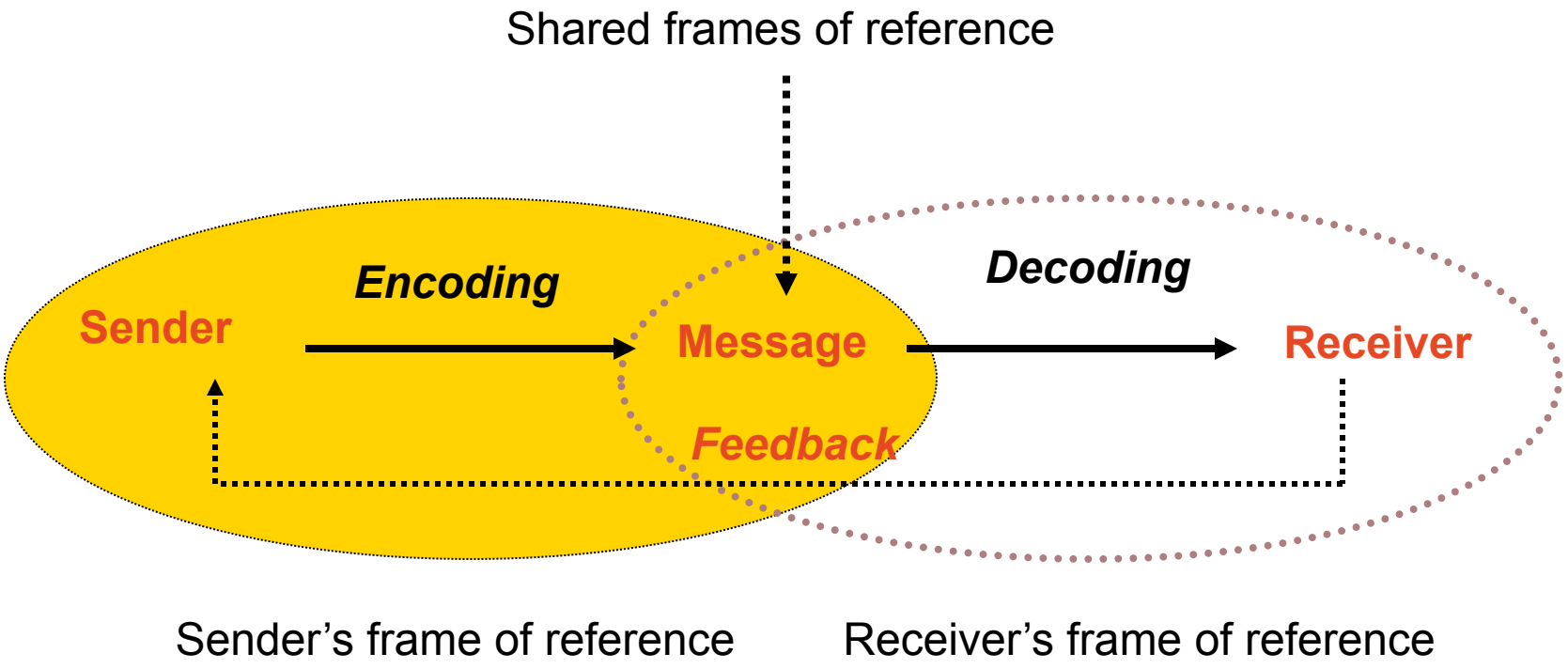
Communication Model



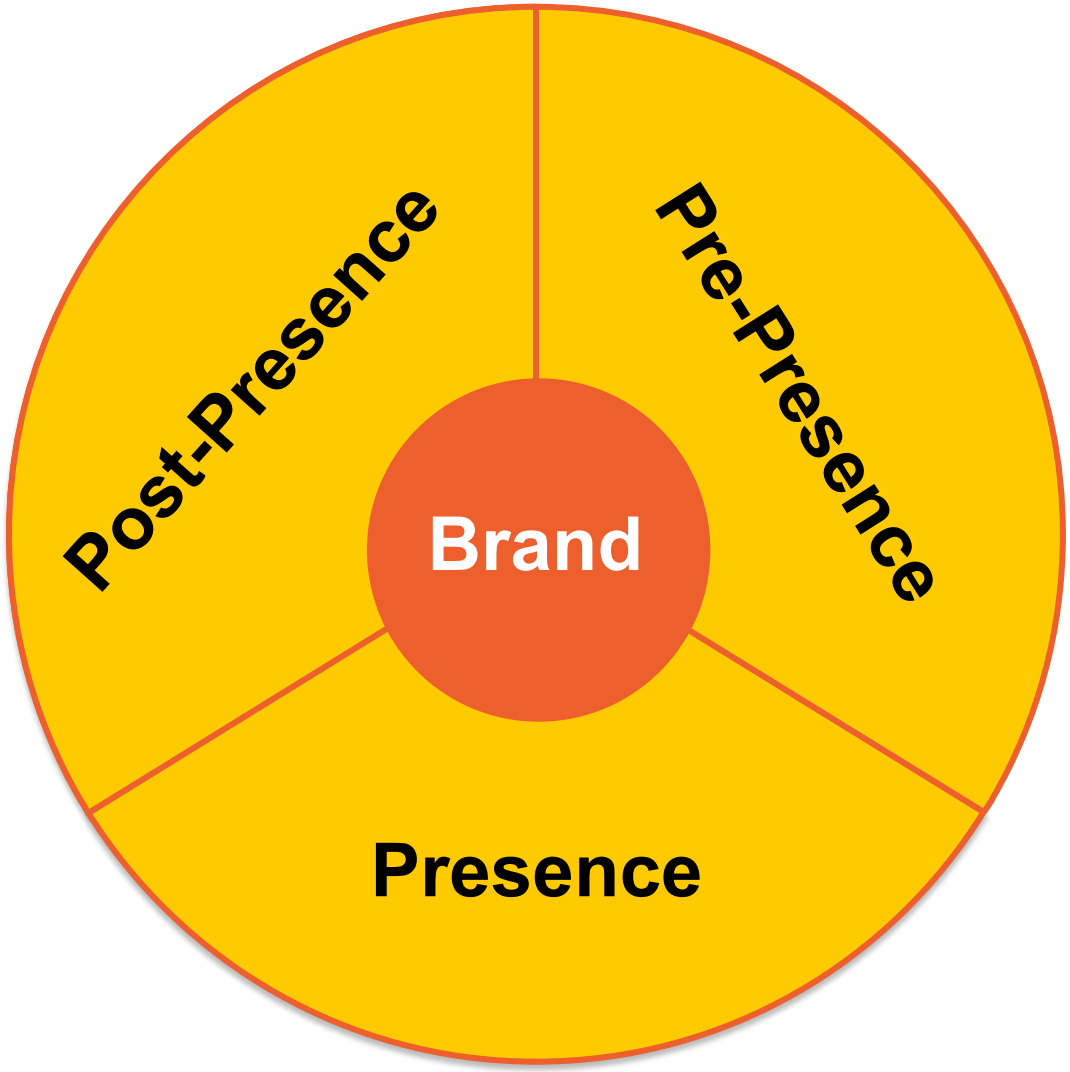
Source: Wilbur Schramm

Perception = Reality

Current Personality

“How would others describe you, if they had to describe you to another person?”

Touchpoints



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Curb Appeal

Distinct

Reputions

Pre-Presence

Your Writing Style

1. Choose positive words
2. Refrain from preaching
3. Avoid anger
4. Use correct mechanics and appropriate tone