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Nota di contenuto	Beyond the Babble: Leadership Communication That Drives Results; Contents; Foreword; The Authors; Acknowledgments; Introduction; Chapter 1: The Power of Communication; ON STRATEGY COMMUNICATION CUTS THROUGH BABBLE; EFFECTIVE COMMUNICATION GETS RESULTS; WHY COMMUNICATION MAKES A DIFFERENCE; SUMMARY; Chapter 2: On Strategy Communication: An Overview; THE ACTION EQUATION; THE PEOPLE CHANNEL; SUMMARY; Chapter 3: What Do You Need Employees to Do?; THE ELEMENTS OF ON STRATEGY DIRECTION; SETTING A CLEAR PATH FOR THE LAND OF OZ; SUMMARY; Chapter 4: What Do Employees Need to Know to Take Action? THEY NEED TO KNOW WHY WHO NEEDS TO KNOW?; THE LAND OF OZ KNOWS; SUMMARY; Chapter 5: What Do Employees Need to Feel to Take Action?; BE AN ORGANIZATIONAL PSYCHOLOGIST; GETTING THE INSIGHTS YOU NEED; THE LAND OF OZ GETS EMOTIONAL; SUMMARY; Chapter 6: The "Why Nots": What's Getting in the Way?; THE BEHAVIOR

CHAIN; ADDRESSING A "WHY NOT"; BE AN ORGANIZATIONAL ARCHAEOLOGIST; THE LAND OF OZ CONFRONTS ITS DEMONS; SUMMARY; Chapter 7: Package: Turn the Action Equation into a Conversation; CONVERSATIONS ARE "IN THE MOMENT"; THE MEMORY ISSUE; THE CONVERSATION PLATFORM; THE LAND OF OZ GETS READY TO ROLL
WHEN ISSUES ARE THE ISSUE SUMMARY; Chapter 8: Align: Make Sure All Leaders Are On Strategy; DON'T BE FOOLED; START AT THE TOP AND WORK TO THE FRONT LINE; PROMOTE OPEN DISCUSSION AT MULTIPLE LEVELS; INCLUDE INFORMAL LEADERS IN THE PEOPLE CHANNEL; SUMMARY; Chapter 9: Equip: Give Leaders the Tools They Need to Communicate On Strategy; TRAIN LEADERS AS IF STRATEGY DEPENDED ON IT; SUPPORT LOCAL LEADERS AND THE PEOPLE CHANNEL; RECOGNIZE AND STRENGTHEN THE WEAK LINKS; COMPLEMENTARY LEADER ASSIGNMENTS; SUMMARY; Chapter 10: Drive and Support: Orchestrate and Sustain On Strategy Conversation
CREATE A DRUMBEAT TO RAISE THE VOLUME, RUN A CAMPAIGN; HOW COMMUNICATION (THE FUNCTION) CAN HELP; SUMMARY; Chapter 11: The Top Leader's Role; EXPECT A LOT; MEASUREMENT; REWARD, RECOGNIZE, AND HOLD ACCOUNTABLE; PRIORITIZE; LEAD BY EXAMPLE; Chapter 12: "How to" Resource Guide; CONDUCTING DISCUSSION GROUPS; THE MEMORY GAME; ALIGNMENT INTERVIEWS AND SNAPSHOT; THE CONSIDER-DIALOGUE-SOLVE PROCESS; CONDUCTING A "RED FACE" TEST; IDENTIFYING INFORMAL LEADERS; SELECTING VEHICLES: OPPORTUNITIES ABOUND; Glossary of Terms; Notes; Index

Sommario/riassunto

Discover how to connect with and inspire employees throughout an organization. Improve your leadership skills -- even if you aren't a ""natural"" communicator -- with a specific communication strategy that anyone can use. Authors Matha and Boehm present research showing that all managers can improve performance by using the principles outlined in Beyond the Babble. They explore why communication is crucial, how and when to do it, how to embed it in an organization's culture, and how to measure results. They also show how internal communications professionals can improve an organization
