

1. Record Nr.	UNISA996208372003316
Autore	Cartwright Talula
Titolo	Communicating your vision [[electronic resource] /] / Talula Cartwright and David Baldwin
Pubbl/distr/stampa	Greensboro, N.C. : , : Center for Creative Leadership, , c2006
ISBN	1-118-15533-5 9786611001384 1-281-00138-4 1-283-28444-8 9786613284440 1-118-15457-6 1-932973-85-0
Edizione	[1st ed.]
Descrizione fisica	1 online resource (32 p.)
Collana	An ideas into action guidebook
Altri autori (Persone)	BaldwinDavid Bryan
Disciplina	658.4/5
Soggetti	Leadership Communication in management Strategic planning
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	At head of title on cover: For the practicing manager. "CCL no. 432"--T.p. verso.
Nota di bibliografia	Includes bibliographical references (p. 27).
Nota di contenuto	Title page; Table of Contents; Why You Need a Vision; What a Vision Is; The Leader's Role; Examples of Communicating a Vision; Meeting Resistance; Last Words; Suggested Readings; Background; Key Point Summary; Lead Contributors
Sommario/riassunto	A vision has to be shared in order to do what it is meant to do: inspire, clarify, and focus the work of your organization. One part of your job as a leader is to create commitment to your organization's vision. In order to do this, you have to communicate the vision effectively. In this guidebook we suggest many ways to communicate a vision. We also discuss how to deal with a resistant audience and what to do in the event that you yourself are resistant. You'll learn how to communicate a vision to others in ways that will help them understand it, remember it, and then go on to share it themse

