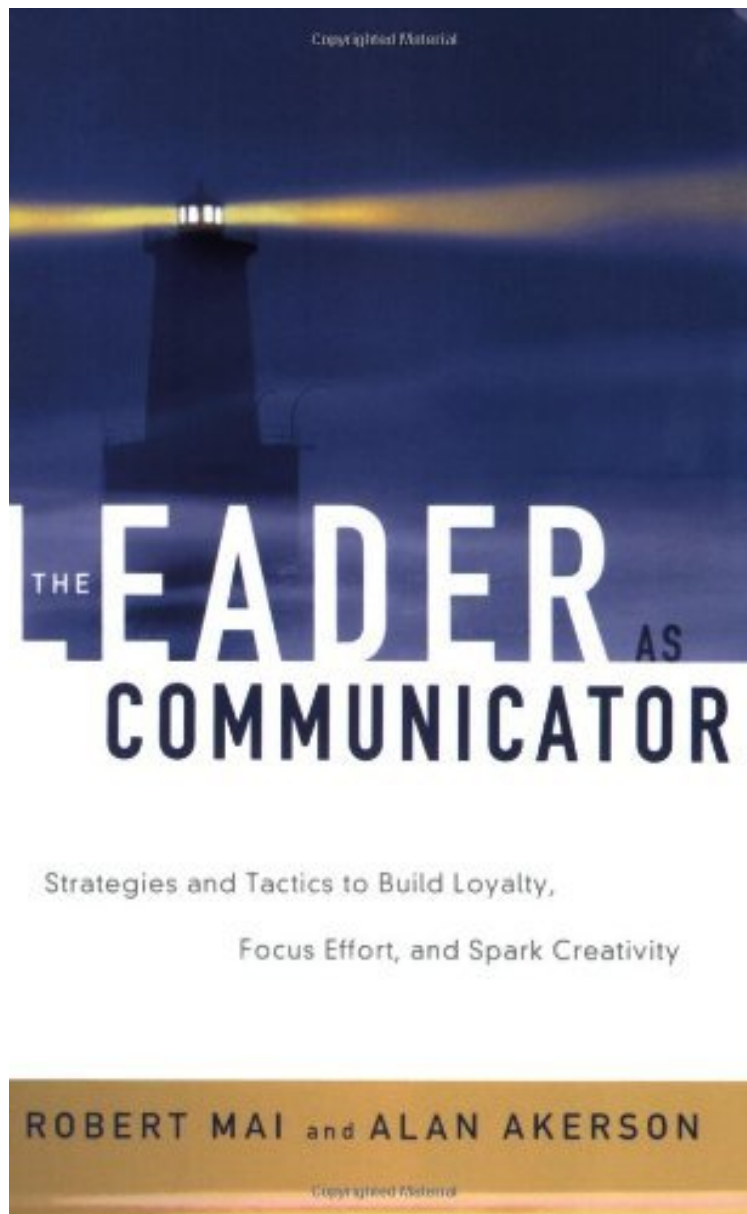


(Library ebook) The Leader as Communicator: Strategies and Tactics to Build Loyalty, Focus Effort, and Spark Creativity

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

*Robert Mai*

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**Robert Mai : The Leader as Communicator: Strategies and Tactics to Build Loyalty, Focus Effort, and Spark Creativity** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Leader as Communicator: Strategies and Tactics to Build Loyalty, Focus Effort, and Spark Creativity:

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In turbulent times, the ability to communicate with power and purpose becomes a crucial leadership competency. Smart executives realize that leadership communication isn't a matter of "making nice," but a strategic necessity.Organized around an original model defining the important communication roles a leader must fill, The Leader as Communicator examines roles as diverse as trust-builder and critic, renewal champion and navigator, learning advocate and provocateur. The book presents case studies of organizations including Cadillac, Emerson, and Saturn, plus dozens of other examples. Packed with strategies and tactics showing how leaders can shape the communications climate of their organizations, the book culminates with assessment exercises that let readers measure their own communication skills. This insightful book demonstrates how to become a stronger, more confident leader -- one who can use communication to build alignment, enthusiasm, and productivity.

"The amazing AMACOM has again turned out a wonderful new product." -- Training Magazine, November 2003"The amazing AMACOM has again turned out a wonderful new product." -- Training Magazine Training magazine: "The amazing AMACOM has again turned out a wonderful new product." About the Author Robert Mai (St. Louis, MO) is a consultant to Fleishman-Hillard, one of the world's leading communications consulting firms; an associate professor at St. Louis University's College of Public Service; and codirector of the university's Center for Organizational Learning and Renewal. Alan Akerson (St. Louis, MO), during his 20 years at Fleishman-Hillard, was instrumental in the creation of the firm's internal communication practice.