FOR YOUR NOTES

LEAD BETTER, 12 PRINCIPLES

1. Provide clear and consistent messaging.
2. Be transparent. Don't conceal or withhold relevant information.
3. Create an open and trusting environment, even more so under remote working conditions.
4. Communicate as early as possible. Focus on strategic intent and consider the impact on individual target groups. Tailor messaging accordingly.
5. Model and foster strong ethical behavior.
6. Bring forward emotions, not just arguments – Speak "with" people, not "at" them. Help managers inform and communicate.
7. Do not "sell" - provide context; explain the "why".
8. Integrate feedback.
9. Lead by example.
10. Ensure every manager and every team member understands his/her/their role in employee engagement.
11. Work on buy-in. Use networks, existing structures and dialogue to communicate and translate critical messages.
12. Monitor success, circle back and make sure the strategic intent is well understood.

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LEAD BETTER

LISTEN!
PROVIDE DIRECTION
MAKE INFORMATION RELEVANT
WALK THE TALK
ENGAGE PEOPLE