

# LeaderSpeak LEADING COMMUNICATORS

LeaderSpeak™ is a commentary on how leaders create, engage and influence followers

## Leaders can't afford to be silent right now

These are uncertain times. You may think that since you have nothing positive to say, you should say nothing at all. Besides, you're so busy putting out all those fires that taking the time and energy to speak to employees, customers, investors, media and others may be the last thing on your list.

And anyways, others should know what you're doing, and why you're doing it. You're sure you talked about it a while back, and you know you were pretty clear about its importance. So people should remember, and take note of your actions. They should also be inspired to do the part of this important work for which they are accountable.

So you keep on doing what you need to do, and you expect others will follow suit.

But here's the thing:

### Action can be misunderstood.

Without the words to establish the context or rationale, even the noblest of actions can be easily misconstrued.

Furthermore, whenever there is a void in communication, people rush to fill it with their own interpretations, whether factual or fictional. And rumour or speculation can have a debilitating effect on both operations and reputations.

Also, if you don't supply the right context in which to interpret your actions, there is a real risk that others will judge your actions to be inconsistent with your words.

### And nothing erodes trust faster than when people believe that someone's words and actions don't mesh.

If they believe you've said one thing and are doing another, why would they be inclined to follow your lead?

Communication is essential to your ability to coordinate action with others. As the leader, you are responsible for managing the right conversations.

Silence is never good enough.

**So speak up, and speak well. For your leadership's sake.**

## ISSUE 3 2009

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Specializing in strategic leadership communication, we help senior leaders ensure that they speak in the way that engages and influences their followers.

Our process is outcome-driven through our unique, proprietary Speakcheck® diagnostic which measures the effectiveness of a leader's communication.

If you need to know for certain whether or not you're communicating effectively, please contact us to arrange for a Speakcheck of one of your speeches, presentations or media interviews - live, webcast, or taped.

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