



Talk Like a Leader

What Every Employee Needs to Hear



Self-Guided Learning Program

Overview



Introduction

The average person speaks up to 16,000 words per day.ⁱ Are your words meaningful or meaningless? A PBS Benchmark study based on the following statements indicates just how much better best-of-the-best organizations compare when it comes to communication:ⁱⁱ



“Communication flows effectively from upper management to employees.” The best-of-the-best exceeded the benchmark by 13 percent.

“When good or bad things happen at my company, employees hear about it in a timely manner.” The best-of-the-best exceeded the benchmark by 17 percent.

“My supervisor/manager keeps us informed about our organization’s plans.” The best-of-the-best exceeded the benchmark by 14 percent.

“Managers and supervisors in my organization seek the opinions and thoughts of the employees who work here.” The best-of-the-best exceeded the benchmark by 16 percent.

“I am clear on my organization’s goal and future direction.” The best-of-the-best exceeded the benchmark by 15 percent.

Test Your Knowledge

Read the question, then click on the answer.

Which of the following is NOT important in sharing your vision with your employees?

A. Be inspiring

B. Be action-oriented

C. Be focused

D. Be laid-back

