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Great communication secrets of great leaders

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Abstrak

This book represents the union of the two sides of my professional career?communications and leadership. As a result, this book reflects the sum of the experiences I have had in working to help men and women become better communicators and better leaders. The people who have contributed to this book are many. I want to thank some special people at Ford Motor Company. Anne Marie Gattari allowed me to implement many of the ideas in this book, and Chuck Snearly provided me with insights into keeping leadership messages alive and fresh. On the professional side, I want to thank Dan Denison and Bill Neale of Denison Consulting for their insights into how communications shapes culture. Stew Friedman of Wharton School pushed me to stretch my boundaries as a communicator. Stephen J. Gill provided valuable advice on the research and evaluation components of leadership communications. Peter Moorcroft was very helpful in shaping my thinking about the role of leadership communications in large organizations. Mark Linder of Ogilvy & Mather not only taught me about the power of brand, but also opened some doors, for which I am grateful. Nick Morgan, editor of the Harvard Management Communications Letter, deserves very special thanks for publishing some of this book?s key concepts in article form. I want to thank my writer colleagues, Chuck Dapoz and Chris Merlo, for their support and suggestions as well as their challenges to my concepts. Jeff Herman, my agent, believed in this book and made the connections that brought it to fruition. And my editor, Barry Neville, helped bring the final edit to completion. The book is better for his assistance. Janice Race and Alice Manning provided the copyediting this book needed. On the home front, my wife, Gail Campanella, remained a constant source of support, eagerly reviewing the manuscript and doing essential administrative tasks. She