

COMMUNICATION:

*Leveraging Transparency & Active Listening
to Truly Connect with Your People*

Keeping employees in the dark creates Doubt, Confusion, Apathy & Distrust.

3 Types of Information that can flow from upper management through the front lines of an organization:

What employees _____ to know

- Job Training
- Safety Policies
- Rules & Procedures
- Minimum Performance Expectations

What employees _____ know

- Company History & Ownership Structure
- Products and/or Service Lines
- Mission and Core Values
- Major Competitors
- Anything Wall Street and/or Media Outlets would know

What employees _____ to know

- **ON FIRE** employees know what's currently happening within:
 - their own department, i.e., current marketing strategies
 - the entire company, i.e., developmental changes and updates
 - their community, i.e., greatest threats/challenges
 - throughout the industry, i.e., things that could impact their job/future

Have a plan in place to ensure these types of information flow effortlessly and seamlessly throughout your workplace by letting your people know _____ and _____ they can get company updates and information.

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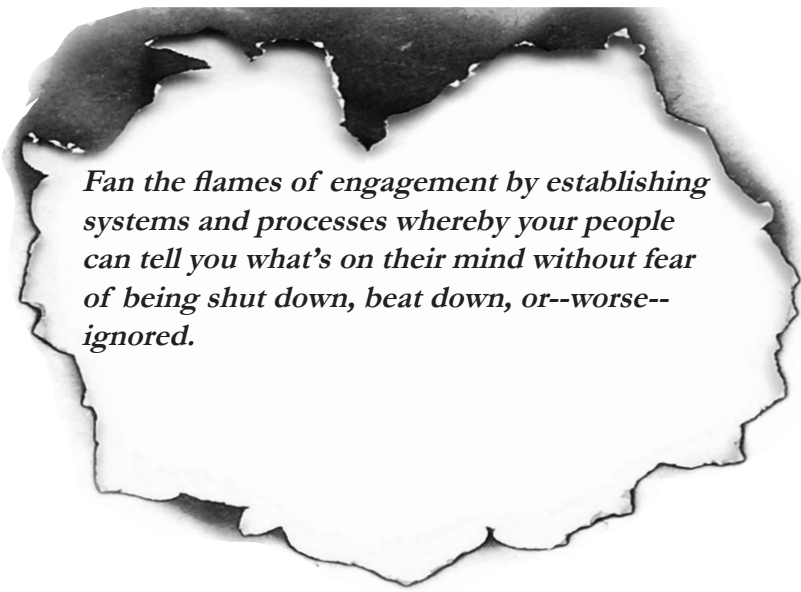
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Employees also need to know where they can GIVE information.

Employees need to know how to express their:

- Ideas
- Thoughts and Questions
- Praise and Compliments
- Criticisms and Complaints

And get assurance that their feedback is going to be: listened to, _____ ,
and acted upon.



Fan the flames of engagement by establishing systems and processes whereby your people can tell you what's on their mind without fear of being shut down, beat down, or--worse-- ignored.