



The Leader as Communicator: Strategies and Tactics to Build Loyalty, Focus Effort, and Spark Creativity

Robert Mai

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In turbulent times, the ability to communicate with power and purpose becomes a crucial leadership competency. Smart executives realize that leadership communication isn't a matter of "making nice," but a strategic necessity.

Organized around an original model defining the important communication roles a leader must fill, *The Leader as Communicator* examines roles as diverse as trust-builder and critic, renewal champion and navigator, learning advocate and provocateur. The book presents case studies of organizations including Cadillac, Emerson, and Saturn, plus dozens of other examples. Packed with strategies and tactics showing how leaders can shape the communications climate of their organizations, the book culminates with assessment exercises that let readers measure their own communication skills. This insightful book demonstrates how to become a stronger, more confident leader -- one who can use communication to build alignment, enthusiasm, and productivity.

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