

THE 7 HABITS



EVERY COMMUNICATOR
MUST MASTER

THE
GROSSMAN
GROUP

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1

Ask questions *(and more questions)*





REFLECTIONS

Think of a recent project...

How did you do at addressing the core questions up front?

What worked that you will continue to do?

What could you have done differently?



2

Be Audience Obsessed



Think about your audience...

What's their mindset?

What do you need them to think, feel, and do?

3

Plan, plan and plan some more



**For individual
opportunities**



**Have a standard roadmap
for communication plans**



Think of how you plan...

***How are you being planful and purposeful before
key communication opportunities?***

***How might you make the communication plan outline
standard with your team?***

4

Create messages that matter





REFLECTIONS

Think of how you message...

Do you have a standard process and approach?

Are messages created up front to ensure alignment?

5

Communicate change proactively





Think of how you communicate change...

Do you follow 3+1?

***How do you convince leaders
to communicate proactively?***

6

Listen actively



**On an individual
level**



**Systematically assess the
communications climate**



REFLECTIONS

Think of how you listen...

What's one solution to help you listen even better?

In what ways are you listening systematically in your organization?

What are the gaps and how do you address them?



7

Keep developing yourself



REFLECTIONS

Think about you!...

What 2-3 strengths will you build on?

What 2-3 actions can you take away from today to improve?

How do you plan to bring those steps to life?

THE 7 HABITS

1. Ask questions (and more questions)
2. Be audience obsessed
3. Plan, plan, and plan some more
4. Create messages that matter
5. Communicate change proactively
6. Listen actively
7. Keep developing yourself



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David Grossman, ABC, APR, Fellow PRSA

David helps leaders drive productivity and get the results they want through authentic and courageous leadership and communication. He's a sought-after speaker and advisor to Fortune 500 leaders, and author of the highly-acclaimed books, *You Can't **NOT** Communicate: Proven Communication Solutions That Power the Fortune 100*, and its follow-up, *You Can't **NOT** Communicate 2*.

David counsels leaders at top organizations to unleash the power of strategic internal communication and drive performance. Clients include AOL, DuPont Pioneer, GlaxoSmithKline, HTC, Johnson & Johnson, Lockheed Martin, McDonald's, Microsoft, Motel 6, Nielsen, Symantec, and Tyco to name a few. He's Founder and CEO of The Grossman Group, an award-winning Chicago-based strategic leadership development and internal communications consultancy, and teaches at Columbia University, NYC. David has been featured in:

THE WALL STREET JOURNAL

NBC NIGHTLY NEWS

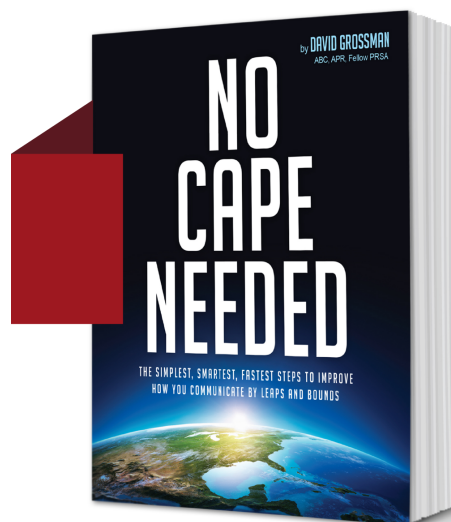


Chicago Tribune

Los Angeles Times

NO CAPE NEEDED

The Simplest, Smartest,
Fastest Steps to Improve
How You Communicate
by Leaps and Bounds



COMING
August 2015

By **David Grossman**
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Foreword by John Greisch
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