

Leadership Through Active Communication



Clear, Concise AND Consistent

- Refine your message so it comes in loud and clear
- “Brevity is the soul of wit.”
- Be consistent so that you are:
 - Heard
 - Understood
 - Remembered



Five Steps to a Clear Message

- What do the members want to know?
- What do you want the members to know?
- Who else needs to know?
- When should you release the information?
- How do you distribute the message?



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Getting the Message Out

- E-mail
- Internet
- Newsletter
- Direct mail
- Advertisements/posters
- Conference Calls
- Facebook



Cross Communication

- **Strike the right combination of vehicles to project a consistent message**
- **Make the most of all of your communication tools**
- **Think “multi” media**



The Two-Way Street

- Meetings
- Conference Calls
- Web and Print Surveys

Over Communication

- Is there such a thing?
- Where is the line?



Resources

- www.eforester.org/members/leadertools.cfm
- **Conference Call Capabilities**
- **Templates**
- **Website Design/Hosting**
- **Newsletter Distribution**
- **Communication Handbook**



Recapping

- **Clear, Concise and Consistent**
- **Think about the Audience and How You Want Them to Respond after the Communication**
- **Seek Feedback and Act on It**

