

Contents

Foreword	v
CHAPTER 1: BUILDING BRIDGES ON A SOLID FOUNDATION	1
Build a Solid Foundation	1
What is Communication?.....	1
Communication is simultaneous	3
Messages are interpreted	3
Communication is contextual.....	4
Communication is distorted.....	5
Communication is the Taproot of Effective Relationships.....	11
Successful Leaders Focus on the Basics	11
“Can Do” Attitudes	16
Attitudes	18
Don’t Be a Communication Buster	20
General Communication Tips	23
Take Action	24
CHAPTER 2: BUILDING BRIDGES WITH PROFESSIONAL TOOLS	25
Listening Skills for Leaders	25
So listen up!.....	25
Listening is fundamental	26
Top ten listening skills.....	27
And don’t be fooled!	28
The Business of Listening	29
Using Voice Mail Effectively	31
Leaving a message on someone else’s voice mail	31
Managing your voice mail system.....	32



E-Mail for Corporate Success	35
“To use or not to use”	35
Guidelines for content, format, and management	36
Hazards of e-mail	39
Video Conferencing	45
Video conferencing advantages.....	45
Guidelines for video conferencing	46
“Cell Phone Pests”	49
Communication Skills Tips	51
Take Action	53
CHAPTER 3: BUILDING BRIDGES TO CODE.....	55
Communication Methods for Leaders.....	55
Face-to-face communication	56
Audio communication	57
Print only communication	58
Multimedia communication	58
Blended communication.....	59
Choosing the Right Communication Method	61
Communication Situations and Their Preferred Communication Method.....	63
Choosing the Right Communication Method Analysis Form.....	67
Communication Method: Analysis Descriptors	69
Guidelines for Interviews with Media.....	73
Business Writing Guidelines.....	74
Take Action	75
CHAPTER 4: BUILDING BRIDGES WITH A BLUEPRINT FOR ACTION....	77
Communication Action Plan.....	77
Take Action	87
About the Author	89