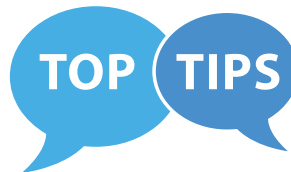


# 5 How To Manage Your Message

As a leader, what you say and how you say it can have a big impact. Leaders embody values and the “brand,” and are expected to consistently reflect those key elements. In order to manage your message, first you have to truly understand it. Then, follow with these 3 tips.



## Define Your Message

Think about your underlying message. Is it clear, or is it vague? Put your message into words — write it down, speak it out loud. A good message is like an elevator pitch or a mission statement — brief and clearly conveyed. Look at it this way: If you can’t easily tell your story, you probably don’t truly understand it.

## Say What You Mean

Jargon is part of every business. More often than not it gets in the way of a message. As a leader you need to define the vision, set a direction, and motivate others to help achieve goals. The more direct you are, the better your message will be understood. Jargon creates a lack of definition, which causes confusion.

## Know Your Audience

I can never say it enough times — know your audience! Your communications with your staff will be very different from your communications with the public. The more thoughtful you are with each distinct audience, the better chance you have of reaching them. Words can persuade only if they make sense to specific groups — or individuals.