



Communicate Like a Leader

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“When the trust account is high, communication is easy, instant, and effective.”

Stephen R. Covey

Agenda

- Rules for Communications
- Rule of Three
- They are Always Listening/Watching
- They Will Remember How You Made Them Feel
- Sharing the Stage

Rules for Communications



Rules for Communications

The good news is there are lots of great tools to communicate...

...the bad news is there are lots of great tools to communicate.



Rules for Communications

Rule # 1



If you abuse it, you
lose it.

Rules for Communications

- The number of messages you send out is not a measurement
- Measure how many take action



Social Media

- Social media is optional...so is being relevant
- Leaders must connect to members on social media



Time to Read

- Members have a seven second attention span
- You must get to the point in first sentence
- Use links to shorten messages and add content
- Use audio and video to increase open rates
- Personalize messages – Dear Dave instead of Dear Member
- Consistent messages and branding across channels
- Follow the Rule of Three

The Rule of Three

People remember things in sequence and 3 is the shortest sequence.



Famous threes

- The Good the Bad and the Ugly
- Ready, Set, Go
- Stop lights – Red, Green, Yellow
- Father, Son, and Holy Ghost
- Tic, Tack, Toe

Famous Threes

- Three Blind Mice
- Three Musketeers
- Three Stooges
- Three Little Pigs
- Others?

Rule of Three

If you communicate three things, the retention rate is 80%...

If you communicate 2 or 4 things, the rate drops to 60%

If you communicate 5 or more, retention rates plummet

They are Always Listening/Watching





“If you have nothing to say, say nothing.”

Mark Twain

They Will Remember How You Made Them Feel



“People don't care how much you know until they know how much you care”

— Theodore Roosevelt

Sharing the Stage



Rules for Communicating Like a Leader

- Don't abuse the privilege
- If you don't know the answer, don't give an answer
- Use the rule of three
- Careful of humor and flip comments
- Always try to be positive and uplifting