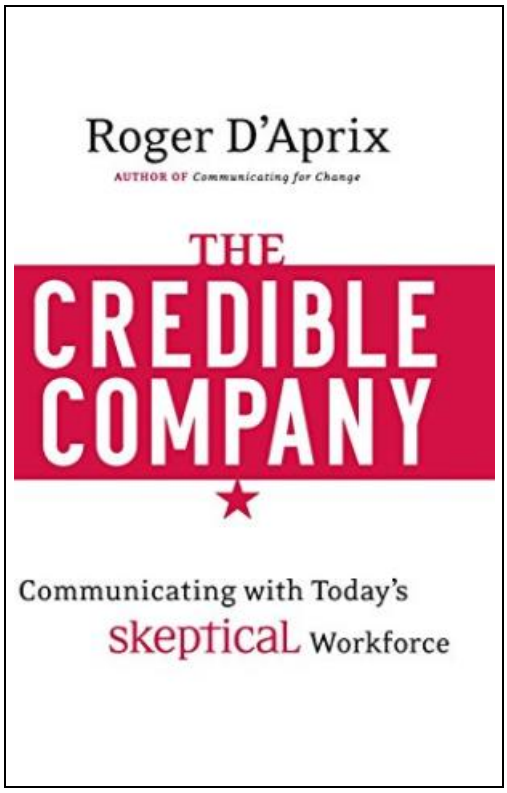
The Credible Company: Communicating with a Skeptical Workforce



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Reviews

A very wonderful book with lucid and perfect answers. It is probably the most incredible book i have study. Its been designed in an exceptionally simple way and is particularly just after i finished reading through this publication by which in fact transformed me, alter the way in my opinion.

(Macey Schneider)

THE CREDIBLE COMPANY: COMMUNICATING WITH A SKEPTICAL WORKFORCE

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Jossey-Bass, 2008. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Introduction- The Communication Climate: How employees became skeptical and jaded in a global economy; a synopsis of my thesis with a summary of how to read and use the book Chapter 1-- A Morality Tale: Introduction of the INFORMS concept using the Xerox case story as metaphor Chapter 2 - I nformation: communication as process; the real information needs of employees; information as raw material for the 'intellectual capital assembly line'; the causes of information breakdowns and examples of their impact; the need for line of sight Chapter 3 - N oise reduction: the noise problem and its impact; how to reduce workplace noise; governance issues; self-restraint; the value of simple messaging; technology and social media Chapter 4 - F indings: the importance of data gathering to communication strategy; how to gather relevant data; the overloaded and under informed employee; cause, effect and correlation--the measurement dilemma Chapter 5 - O ne voice; turbulent change and its impact on employees; how leaders miss the point and their audience; leaders who have done it right (Welch, Spaulding, et al); the vital role of the manager and face-to-face communication; Chapter 6 - R epetition: the essential ingredient for messages that stick; examples; clarity and consistency in creating memorable messages Chapter 7 - M arketplace: turning all eyes outward; matching strategy and the market forces that shape it Chapter 8 - S tory telling: the impact of stories; examples from Corporate America Conclusion: Leaders and Communication Professionals: the proper and emerging roles of each; working together to break through the skepticism and finally engage the workforce.

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