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i Lead – The Leadership Connection with Linda Sharkey
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January 8th 2015: Leveraging Your Leadership Communication – Make It Memorable

Leaders always underestimate the degree to which they need to communicate vision, direction and change initiatives. We know from neuroscience that messages are forgotten in 24 hours. Messages get washed out in the hubbub of the day to day work. However, leadership communication is a critical tool to be leveraged for leaders and most don't use it to its fullest. Leaders are always in the spotlight and being scrutinized for messages and meanings of what they think is important. They are always under a magnifying glass.

During this show I will be discussing these issues with Jay Conger

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Featured Guest



Jay Conger

Jay Conger is one of the world's experts on leadership. You will see him quoted in the Wall Street Journal and other business periodicals analyzing people and trends in the executive suite and in the boardroom.

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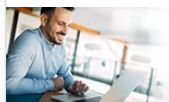
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