

COMMUNICATION MASTERY FOR LEADERS



DESIGNING YOUR
PERSONAL
COMMUNICATION
STRATEGY

WHAT DO YOU WANT TO **ACHIEVE?**

In our effort to design your PERSONAL COMMUNICATION STRATEGY, we will begin with determining 1-3 SPECIFIC OUTCOMES that we can measure. This will allow us to gauge the effectiveness of your plan. We began our journey discussing your desired outcomes “in general”. Now, I'd like you to reassess these outcomes.

List 1-3 **SPECIFIC OUTCOMES** you'd like to have as a result of executing your PERSONAL COMMUNICATION STRATEGY.

1

2

3

LET'S BUILD YOUR **RELATIONSHIP** STRATEGY!

We've spent time discussing the impact your communication preferences can have on your professional relationships. Based on your awareness of your unique preferences and your assessment of your significant stakeholders, we will build a relationship management strategy.

First, begin by identifying 1-5 specific **PROFESSIONAL RELATIONSHIPS** (individuals) who are very important to your professional growth and opportunity.

1

2

3

4

5

Next, based on your experience with these individuals, determine his or her communication style (using your communication style assessment material)

Afterwards, “rate” the **QUALITY OF YOUR PERSONAL RELATIONSHIP** with each individual. During our coaching session we will determine the rating scale more specifically. However, for now simply measure the relationships using the following scale:

GREEN

Excellent working relationship.

This person is considered a strong advocate. The relationship extends outside of the work environment. We share understanding about one another’s personal life such as family, personal goals, etc.



YELLOW

Moderate working relationship.

This person and I share a mutual respect for one another. There is a spirit of trust in character and competency. Our communication rarely includes subjects outside of our professional experience.



RED

Poor working relationship.

I consider this person an adversary.



Finally, identify 1-3 business **SUB GROUPS**. These are specific business groups that require collaboration and consistent communication. Consider your “reputation” and working relationship with each group.

1

2

3

LET'S EVALUATE YOUR COMMUNICATION **CADENCE.**

Your role as a leader requires you to systematically engage with specific individuals or groups. These communication exchanges include one on one meetings, monthly or quarterly reports, and formal presentations.

Identify 1-3 consistent **COMMUNICATION EXCHANGES** that are strategic to your role.

1

2

3

ENHANCE YOUR USE OF **COMMUNICATION CHANNELS.**

As a component of your PERSONAL COMMUNICATION STRATEGY, we will evaluate your use of various communication channels. We will focus on choosing the most effective communication channels based on your desired outcomes.

During our strategy call we will discuss strategies to enhance each channel by evaluating your effectiveness with each channel based on your stakeholders needs.

Once we've finalized your PERSONAL COMMUNICATION STRATEGY, we will measure its effectiveness for a period of 30 days. We will conclude with building a sustainability plan to continue your growth and development in **MASTERING YOUR COMMUNICATION!**

To Your Success!

MARIA CASANOVA

YOUR COMMUNICATION MASTERY COACH