



Credo Consulting
Building Healthy & Productive Teams

Communicating with Integrity

Words create the stories that people use to interpret our actions and intentions. **What** and **when** leaders communicate is crucial, but **how** they communicate defines their reputation. The greatest test of a leader is how he/she relates with others under the pressures of deadlines, political sensitivities, interpersonal tension, and uncertain circumstances. Leaders who communicate well in those circumstances shine. Those who do not, lose their credibility and struggle to influence others.

So, how much is your integrity worth to you? How valuable is your credibility personally and professionally? Priceless, right?

Being a leader means having influence with others, and that requires having strong character and a well-established reputation. Leaders most often count on building a strong reputation based on what they do. In reality, this strategy is not enough. Actions do not speak for themselves. They require interpretation by consistent and clear communication.

This workshop introduces leaders to strategies for communicating in ways that support their credibility and get results.

In particular, participants will clarify how:

- others judge their integrity and credibility.
- to communicate so others see alignment between their values and their actions.
- to communicate “executive intent,” empowering others to carry out their responsibilities competently.
- to communicate transparently and credibly in sensitive situations.
- to engage in dialogue that leads to mutual respect and understanding.
- to communicate concerns candidly without offending.