



How Many Tellings Does It Take?

Thoughts on leadership
by Karl Pister



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As the story goes, two senior leaders of a large, worldwide organization were puzzling over the repetitive nature of many of their communications to this large body of millions of people. One of them asked the question, rhetorically, "how many tellings does it take?"

Each of you work with competent, reliable, many times outstanding individuals. Yet, in some situations, it seems as though the message isn't getting through. You were eloquent in your delivery, you answered their questions, and yet the buy-in isn't there.





John Maxwell, the leadership genius, says that the principal fault in communication is the lack of repetition. Add to that what was mentioned in my last message, regarding Maslow and our current social situation, and you have a perfect storm on your hands.

Remember:

Get up. Get out. Talk. Connect. Listen. Empathize. Inspire... and repeat. Let those that support you focus on the details of the day-to-day business. Only you can lead from the top level in regards to the human element. This you cannot delegate. What you do over the next few weeks and months will have a significant impact on what will occur when this current crisis passes.

This does not mean you send the same message out again and again. The same theme, yes. With the delivery being different in form and in venue. That mixes it up enough for the brain to pay attention more.



So don't get frustrated with repetition. Even in good times people have selective hearing. In stressful times the selective hearing takes on a survival bent which makes it even more narrow.

Good communicators and good connectors know that and keep on repeating their essential and inspiring messages.





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