



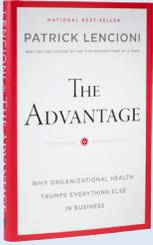
## Discipline 3: **OVER- COMMUNICATE CLARITY**



### Overview

Once a leadership team has become cohesive and established clarity around the six critical questions, they need to communicate the answers to employees over and over and over and over and over and over and over again. It was reported, employees won't believe a leader's message until they've heard it seven times. Whether the real number is five or fifty-five does not matter, the message is – people are skeptical about what they hear unless they hear it repeatedly over time. For messaging to be consistent and absorbed by employees, the leadership team can employ the following communication strategies:

- 1. Commitment Clarification:** This strategy requires the meetings' discussions and decisions be reviewed for alignment and buy-in before they are communicated.
- 2. Cascading Communication:** This communication concept provides a structure for personally disseminating information.
- 3. Top Down Communication:** This is the most common type of communication flow that needs to be consistent and supported by other communication vehicles.
- 4. Lateral and Upward Communication:** It is important to acknowledge and leverage these communication methods without being overly formal or prescriptive.



## Discipline 3: **OVER- COMMUNICATE CLARITY**



To understand if your organization needs to work on communicating clarity, review the checklist below

- The leadership team has clearly communicated the six aspects of clarity to all employees
- Team members regularly remind the people in their departments about those aspects of clarity
- They leave meetings with clear and specific agreements about what to communicate to their employees, and they cascade those messages quickly after meetings
- Employees are able to accurately articulate the organization's reason for existence, values, strategic anchors, and goals

If two or more of these behaviors do not exist in your organization, revisit your communication strategy. [Click here](#) for the complete organizational health check list.