Leadership communication must adapt to today’s challenges: spark change, share who you are, transmit values, engage teams, and lead others into the future. Craft your message carefully.

MISSION: Every leader has a dream to realize, a problem to solve, an injustice to right, an innovation to create that challenges the status quo and says “things aren’t going to stay the same.”

Ask yourself: Why are you doing what you are doing? What is your passion? What is your purpose? What is the problem you are trying to solve? What is the injustice that you are attempting to right?

PEOPLE: Leaders take care of their talent; they hire them, train them, orient them, engage them… and even know who to exit from the organization.

Ask yourself: How do you engage others? How will you share a story of your Mission in a way that inspires and engages others?

EXECUTE: In order to achieve one’s mission, a leader must organize money, process, technology, and people.

Ask yourself: How will you reach your Mission? What is your plan? How will you keep others accountable?

SELF: Actions speak louder than words. They communicate your values and intent, and influence how others see you and whether they choose to follow you. This part takes the longest to develop; you will work on it your entire life.

Ask yourself: How will you lead this effort? What are your values? How will others describe your leadership style?