



The Credible Company: Communicating with a Skeptical Workforce

By D'Aprix, Roger

Jossey-Bass, 2008. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Introduction- The Communication Climate: How employees became skeptical and jaded in a global economy; a synopsis of my thesis with a summary of how to read and use the book Chapter 1-- A Morality Tale: Introduction of the INFORMS concept using the Xerox case story as metaphor Chapter 2 - Information: communication as process; the real information needs of employees; information as raw material for the 'intellectual capital assembly line'; the causes of information breakdowns and examples of their impact; the need for line of sight Chapter 3 - Noise reduction: the noise problem and its impact; how to reduce workplace noise; governance issues; self-restraint; the value of simple messaging; technology and social media Chapter 4 - Findings: the importance of data gathering to communication strategy; how to gather relevant data; the overloaded and under informed employee; cause, effect and correlation--the measurement dilemma Chapter 5 - One voice; turbulent change and its impact on employees; how leaders miss the point and their audience; leaders who have done it right (Welch, Spaulding, et al); the vital role of the manager and...



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Reviews

I actually began looking at this pdf. It is actually rally interesting throgh reading time period. You will not really feel monotony at at any time of your respective time (that's what catalogues are for concerning if you ask me).

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A superior quality publication along with the font used was fascinating to learn. I have read through and i also am certain that i am going to going to go through yet again again in the future. Your life period will likely be enhance the instant you total reading this publication.

-- **Donnie Rice**