

**Article Angles from *The Voice of Authority*:  
10 Communication Strategies Every Leader Needs to Know  
by Dianna Booher**

**Apologies: What people do wrong, how to do them right, celebrity gaffes and how they should have been handled**

**Why do people complain, “There’s just no communication around here?”**

**How to communicate “bad news” messages in sensitive situations**

**Communication style of leaders—the good, the bad, and the ugly and how these various styles help or hinder their teams**

**Do’s and don’ts for socializing with the boss and clients—creating credibility “after hours”**

**Are organizations more concerned with face-saving than problem-solving? Do they “soft-pedal” difficult feedback to peers and staff?**

**Do’s and don’ts for leaders in communicating with their rank-and-file employees during “everyday” crises—such as absences of key executives? Power outages? Defective products?**

**Do people have to like their leaders to give “credence” to their communication?**

**Bureaucratic buzzwords that annoy people**

**Email headaches: How do people write their way out of the garbage bin?**

**Tips for improving clarity: “Beware the Blank Stare”**

**Why communication is the most important asset on your balance sheet**

**How communication affects career success and upward mobility**

**Tips to improve presentations and engage audiences**

**Selling to senior executives**