

IDOL Communications

by Deborah Chaddock Brown



Calling all Idol fans – what if your communication program was rated the same way the American Idol contestants are – would you make the finals?

In this month's **Rolling Stones Magazine** (hey, you can get business tips from all sorts of reading material – check out your teen's mail – it can be enlightening), the cover story is called "Idol Worship" and in it, they review the remaining 11 contestants. (Since the article was printed, Kevin Covais said 'bye, bye, bye.')

Rolling Stones ranked the remaining contestants with Katharine McPhee, a nubile, vocally trained 21-year old as the likely winner. What are they looking for in a winner?

Looks

In music – how you look has a bearing on your success quotient.

In business - How do your communications look? Do you have a consistent brand, color, quality content?

Versatility

In music – are you "Johnny one note" or can you sing a variety of styles with a vocal range that is beyond the three notes that Tracey Chapman has mastered?

In business – do you communicate in a variety of ways – reaching your audience where they are? Website, blogs, newsletters, post cards, over the phone, etc.

Personality

In music – are you "Bob Dylan boring" or are you "Barbra Streisand show stopping good?"

In business – do you communicate in a dry format using large words and acronyms or do you speak to the reader in a manner that is fresh and exciting?

Star Quality

In music – do you have the "it" factor – something that makes you stand out?

In business – what is your passion? What makes you different from all of the competition? Are you communicating it to your customers, your prospects, and your employees?

Determine what makes you a winner
and then spread the word!

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"Do all workers understand the mission of the company, the philosophy of senior management? To really feel included in the corporate culture, workers should know why the company exists, its basic values and the ways in which it cares for its customers." Richard Ross, President, Tri Companies

Three Fundamental Communication Factors

As a leader, there are three factors you should build into all of your communications efforts:

- **Be honest and open** – tell the team your perception of the project, task or issue in a clear, objective way. Give as much information as possible.
- **Feel and show respect** – Your actions will demonstrate the respect you have for the team. If you don't think they can handle the task – don't try to fake confidence – your lack of sincerity will be noticed.
- **Communicate constructively** – Communicate what is relevant to the task. Don't fill the air with unimportant information or personal opinions.

- Excerpt from Team Building – How to Build a "Winning" Team, a Leadership Series, National Press Publications

Missing the Boat?

43% of employers say their employee reward system is tied to business strategies.

Yet

Only 23% of employees say they understand their company's reward system.

*courtesy of Entrepreneur Magazine

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