



IN CHARGE OF CHANGE

Leadership is a Verb, Not a Noun

COMMUNICATING WITH ACCOUNTABILITY

The Impact of a Leader's Statement is the action it produces

It demands your engagement. You are the catalyst for change, actively transforming challenges into opportunities for progress. You are accountable not just for your decisions but also for how you are perceived and the impact you create.

In a profession where empowerment is essential, you must take the initiative to ignite action, uplift those around you, and consistently ask yourself: "What can I do today to inspire greatness in the people I lead?" Remember, the change you seek starts with the tone you establish.

Your communication must:

- Convey powerful and consistent messages that emphasize our collaboration as committed partners, the bedrock for achieving exceptional agency results.
- Reject victim language that obscures accountability and commitment, refusing to let anyone hide behind their narratives.
- Stand firm in your commitments, holding yourself accountable for your actions and communicating responsibly when issues arise. By communicating directly and assertively, you unleash a powerful synergy and inspire others to follow suit.
- Release a storehouse of synergy when you communicate directly and responsibly and encourage others to do the same.



Real-World Application

Introduction

Your leadership competence, expertise, and commitment are the foundation of effective transformation, but they must be paired with clear, compelling communication. This exercise will help you refine your ability to communicate transformation in a way that inspires action and fosters evidence-based results within your team.

Instructions

Think deeply about your leadership style and how it influences the way you communicate. Pinpoint three challenges or situations you're currently facing in your agency and have the influence and authority to inspire transformation:

- **Start Boldly:** Your statement should open with a clear, direct call to action. Don't shy away from stating what needs to change.
- **Inspire with Purpose:** Align the change with the values and mission of your agency. Make it personal for your team by showing how the change directly affects their success and the success of the agency.
- **Focus on Evidence-Based Results:** Highlight measurable outcomes that will result from the change. Your communication should speak to the tangible benefits of the change based on data or evidence, reinforcing the need for commitment.

1. _____

2. _____

3. _____

