



# Communication®

You like to explain, to describe, to host, to speak in public and to write. This is your Communication theme at work. Ideas are a dry beginning. Events are static. You feel a need to bring them to life, to energize them, to make them exciting and vivid. And so you turn events into stories and practice telling them. You take the dry idea and enliven it with images and examples and metaphors. You believe that most people have a very short attention span. They are bombarded by information, but very little of it survives. You want your information — whether an idea, an event, a product's features and benefits, a discovery, or a lesson — to survive. You want to divert their attention toward you and then capture it, lock it in. This is what drives your hunt for the perfect phrase. This is what draws you toward dramatic words and powerful word combinations. This is why people like to listen to you. Your word pictures pique their interest, sharpen their world and inspire them to act.

## Influencing Domain

Leaders with dominant Influencing themes know how to take charge, speak up and make sure the team is heard.

## Leading With Communication

How does this theme present itself in leaders?

## Leaders Need to Focus on the Four Needs of Followers

- How might a leader use the Communication theme to build **trust**?
- How might a leader use the Communication theme to show **compassion**?
- How might a leader use the Communication theme to provide **stability**?
- How might a leader use the Communication theme to inspire **hope**?

# Communication® Theme in Action

## Insights From Featured Leader

Leader's Name:

Title:

Organization:

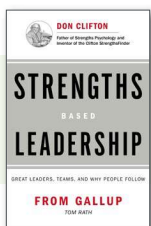
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## Investing in Communication

<p><b>Awareness:</b> How does this theme present itself day to day?</p>	<p><b>Appreciation:</b> How does this theme add value to a leadership role?</p>	<p><b>Application:</b> How could a leader maximize this theme?</p>
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## Coaching Takeaways

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To learn more about using your strengths as a leader, refer to Gallup's book, **Strengths Based Leadership** at <https://www.store.gallup.com>.