

# ENGAGE. EMPOWER. LEAD.

## QUALITIES OF A GREAT LEADER: COMMUNICATION

Communication. /kə-,myü-nə-'kā-shən/

1: a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior

2: personal rapport

3: a verbal or written message

### THE IMPORTANCE OF EMOTIONAL TONE IN THE DIGITAL AGE

“Technology can be dehumanizing. Even our day-to-day personal interactions conducted in digital bursts risk losing the heart of who are. Kareem Yusuf shows how people have aimed to embed emotional ‘tone’ into their digital lives, from text messages to data. He explores why, in today's fully digitized and globalized world, we must strive to incorporate tone into everything we do.”



### CONNECTED, BUT ALONE?



“As we expect more from technology, do we expect less from each other? Sherry Turkle studies how our devices and online personas are redefining human connection and communication and asks us to think deeply about the new kinds of connection we want to have.”

### 5 TIPS: WHY COMMUNICATION IS SO IMPORTANT FOR LEADERS

- Communicate relentlessly.
- Simplify and be direct.
- Listen and encourage input.
- Illustrate through stories.
- Affirm with actions.

