



Teleconference

Date: Thursday, Feb. 10

Time: 2 pm ET

1 pm CT

12 noon MT

11 am PT

Number: 1-712-432-0800

Access code: 874108#

Break through the barrier:

Go from order taker to strategic communication advisor

Thanks for signing up for the call. Your action shows your interest in developing yourself and your skills. Now take a few minutes—*preferably before our Thursday, Feb. 10 call*—to check how well you’re taking actions to serve as a strategic communication advisor. This homework will help you get more out of the call.

Ask yourself: To what extent do I take these five key actions?

5 Key Actions of Strategic Communication Advisors	To what extent are you taking these actions?
<p>1. Leaders comment on your high business acumen.</p> <p>You know your business and your industry. For example, you can explain how the company makes money and where it spends it, who your biggest customers are, their concerns, your competitors, how you differ from them, trends influencing your business, the metrics you track and why, and other relevant information. You provide communication advice within this context.</p>	<p><input type="checkbox"/> 1. I'm not</p> <p><input type="checkbox"/> 2. I do sometimes</p> <p><input type="checkbox"/> 3. I usually do this</p> <p><input type="checkbox"/> 4. I always do this</p>
<p>2. You have high self-awareness as well as a great skill set.</p> <p>You realize your role is to take the perspective of the leaders you serve, support them in a systematic way, and improve the impact they make. You are conscious about how you present yourself, you regulate your behavior, you continuously develop and improve your skill set, and you stay abreast of developments and trends. You also have a clearly defined personal brand that you support with your words and actions.</p>	<p><input type="checkbox"/> 1. I'm not</p> <p><input type="checkbox"/> 2. I do sometimes</p> <p><input type="checkbox"/> 3. I usually do this</p> <p><input type="checkbox"/> 4. I always do this</p>
<p>3. You build trusted relationships.</p> <p>You know that business is all about relationships, which is especially true when you’re working closely with leaders. You’re personable and considered easy to work with, especially since you have a positive outlook. You keep your word and other commitments, you’re discreet with confidential information, and you provide constructive feedback. You’re comfortable speaking truth to power. As a result, you’re trustworthy.</p>	<p><input type="checkbox"/> 1. I'm not</p> <p><input type="checkbox"/> 2. I do sometimes</p> <p><input type="checkbox"/> 3. I usually do this</p> <p><input type="checkbox"/> 4. I always do this</p>

5 Key Actions of Strategic Communication Advisors	To what extent are you taking these actions?
<p>4. You take the initiative to act as a coach/trusted advisor.</p> <p>You act before you're asked. You relate your advice to urgent, pressing issues. You speak in verbal billboards in a timely, relevant, and sincere manner. You identify emerging issues that your leaders care about—or need to care about—and you raise them at appropriate times.</p>	<p><input type="checkbox"/> 1. I'm not</p> <p><input type="checkbox"/> 2. I do sometimes</p> <p><input type="checkbox"/> 3. I usually do this</p> <p><input type="checkbox"/> 4. I always do this</p>
<p>5. You think strategically.</p> <p>You look up and out, not just down and in. You think about tomorrow because you have a future focus. You also analyze opportunities and problems from a broad perspective. You try to understand the potential impact on others, especially any unintended consequences. You figure out how to take incremental actions that will advance your leaders' agendas. And when appropriate, you also suggest far-reaching actions.</p>	<p><input type="checkbox"/> 1. I'm not</p> <p><input type="checkbox"/> 2. I do sometimes</p> <p><input type="checkbox"/> 3. I usually do this</p> <p><input type="checkbox"/> 4. I always do this</p>

How do you score?

Scoring	How to Interpret Your Score
<p>1. # of 1s: ___ x 1 = _____</p> <p>2. # of 2s: ___ x 2 = _____</p> <p>3. # of 3s: ___ x 3 = _____</p> <p>4. # of 4s: ___ x 4 = _____</p>	<p>< 9 points— You deserve kudos for taking this assessment. You're starting to think about the importance of taking your career to the next level. Now it's time to take action. You can sign up for the upcoming Strategic Action Group www.connectconsultinggroup.com/strategicaction and learn from others.</p>
<p>Your Score</p> <p>Total of 1-4: _____</p> <p>(max 20)</p>	<p>10–17 points— You have started to take steps toward being a strategic advisor. However, you're not consistent with your actions. Being a part of the Strategic Action Group www.connectconsultinggroup.com/strategicaction will help you strengthen your skills and start to position you as a trusted strategic advisor.</p>
	<p>18 - 20 points—Congratulations! You're taking actions to be a trusted strategic communication advisor. You can gain additional skills and confidence as well as share your tips and help others by joining the Strategic Action Group, www.connectconsultinggroup.com/strategicaction.</p>

About the Strategic Action Group and the Facilitator

For information about the Strategic Communication Action Group that starts March 18, check out www.connectconsultinggroup.com/strategicaction.

Liz Guthridge of Connect Consulting Group works with communication leaders to make their departments more strategic, effective, and efficient. Liz also helps other functional leaders introduce new change initiatives.