



Leadership Impact: How to Make Your Messages Stick with the SUCCES Principles

Description

In today's dynamic corporate environment, effective leadership communication is crucial for aligning employees with a company's vision and values. By leveraging the SUCCES principles from "Made to Stick" — Simplicity, Unexpectedness, Concreteness, Credibility, Emotional Connection, and Stories — leaders can craft messages that resonate deeply and drive engagement. This approach involves distilling core values into clear and compelling communication, using surprising elements to capture attention, providing concrete examples, building trust through authenticity, evoking emotional responses, and sharing powerful stories. Consistent application of these principles ensures that leadership messages not only stick but also inspire and motivate employees, reinforcing a strong and cohesive organizational culture.



Introduction

Leadership That Sticks: How to Communicate Core Values and Vision to Employees

In today's fast-paced corporate environment, effective leadership goes far beyond simply having a clear vision or set of values. The real challenge lies in communicating those ideals in a way that not only reaches employees but stays with them—guiding their actions, fostering loyalty, and shaping organizational culture. With a multitude of messages vying for attention in the workplace, from project updates to strategic directives, how can leaders ensure their communication stands out, resonates, and inspires long-term commitment?

The answer is found not just in *what* leaders communicate but *how* they communicate it.

Leaders who succeed in embedding their vision and values into the fabric of the workplace understand that communication is an art form. It requires careful crafting, repeated reinforcement, and, above all, an emotional connection. Employees need to feel personally connected to the company's mission to internalize it and reflect it in their day-to-day work.

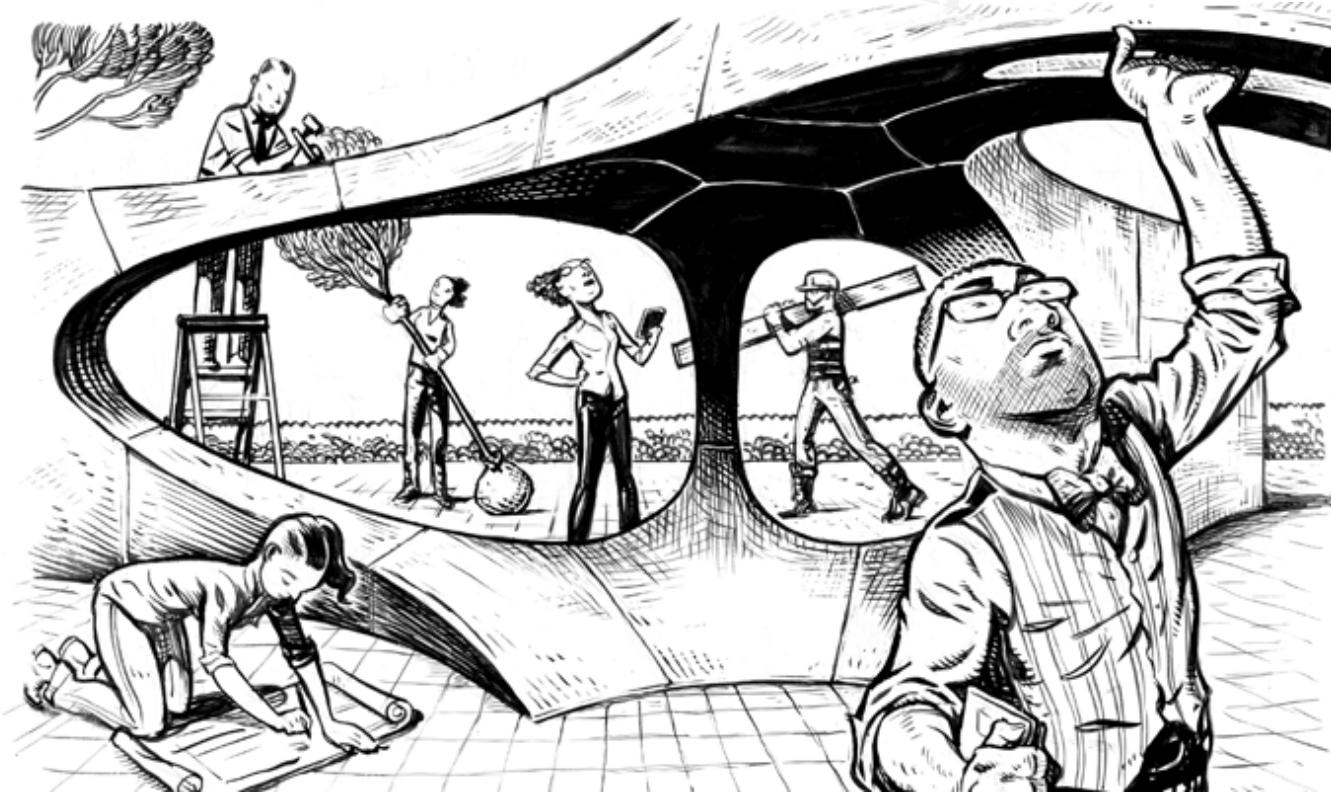
Purpose: This article aims to guide business leaders, managers, HR professionals, and executives in creating communication strategies that don't just inform but inspire. Using the principles of the SUCCES model from *Made to Stick*—Simplicity, Unexpectedness, Concreteness, Credibility, Emotional connection, and Stories—leaders

can craft messages that are memorable, actionable, and aligned with the company's core values.

Intended Audience: This article is tailored for business leaders, team leaders, HR professionals, and executives seeking to embed organizational values and vision into workplace culture through impactful communication.

In a world where employees are bombarded with information daily, how can you ensure that your message breaks through the noise and has a lasting effect on your team? The success of a leader lies in their ability to communicate effectively making their vision stick and guiding the organization in a unified direction. The key lies in applying the right communication techniques.

By applying the SUCCES principles from *Made to Stick*, leaders can create lasting, memorable communication that inspires and motivates employees to align with the company's values and vision, fostering a cohesive and purpose-driven workplace culture.



Section 1: Simplicity â?? Finding the Core Message

Objective: Simplicity drives clarity and focus by helping employees easily understand and internalize the key messages that leaders want to convey. By distilling complex visions and values into straightforward, digestible language, leaders can make sure their communication is memorable and actionable.

In the increasingly complex corporate world, it's tempting for leaders to try and communicate everything at once—laying out every detail, nuance, and expectation. However, when too much information is given, employees can feel overwhelmed, which dilutes the impact of the core message. This is why simplicity is crucial: it allows leaders to prioritize what truly matters and communicate it in a way that sticks.

Defining What the Organization Stands For in Simple Terms

At the heart of every business is its mission—what it stands for and how it differentiates itself from the competition. A company's values and vision often reflect its core identity, but if those values are buried under layers of corporate jargon or complexity, they won't resonate with employees.

Simplicity requires reducing your company's vision to its most essential, relatable form. This means stripping away non-essential details and honing in on the ideas that matter most. Whether it's innovation, customer service, sustainability, or excellence, the key is to communicate those values in a way that everyone in the organization can easily remember and repeat.

For instance, **Apple** has always been known for its focus on *innovation*. Rather than delivering long, complex explanations of its vision, Apple communicates its purpose in a single, powerful word. Everything the company does—from its product design to its marketing campaigns—centers on innovation. This simplicity allows employees and customers alike to clearly understand Apple's identity and direction.

Focusing on One or Two Core Values

Many organizations have a long list of values they aim to uphold, but trying to communicate too many of them at once can dilute their impact. Instead, it's more effective to focus on one or two core values that are most relevant at any given time.

For example, if a company is in a period of growth and wants to emphasize agility, the leadership might focus on a core message around adaptability and forward-thinking. This targeted approach helps employees stay focused on what is most important to the

organization's success during that specific time.

By reinforcing a smaller set of values, leaders ensure that employees don't just hear the message—they internalize it and act on it. Once the key message becomes part of the workplace's culture, leaders can then expand to other values if necessary, ensuring that each one gets the attention it deserves.

Example: Apple's Focus on Innovation

Apple's focus on innovation is one of the most iconic examples of simplicity in messaging. Steve Jobs, the company's co-founder, always emphasized that Apple's core purpose was to create groundbreaking, innovative products. He communicated this through everything he did, from product launches to team meetings. Jobs was able to distill Apple's complex technological vision into a single, inspiring word: *innovation*.

This singular focus helped guide product development and marketing strategies, making it easy for Apple employees to align their work with the company's overarching mission. For customers, it created a clear, memorable association between Apple and cutting-edge technology, further solidifying the company's brand identity.

Actionable Tip: Distill Company Values into a Memorable Motto

Leaders can take a page out of Apple's book by distilling their organization's values into a simple, memorable motto or guiding principle. This motto should be easy to repeat, understand, and apply to daily operations. It could be as straightforward as:

- "Innovate every day"
- "Customer first, always"
- "Excellence in everything we do"

By having a clear, simple phrase, employees have a point of reference for decision-making and can continuously align their actions with the organization's core message. This motto becomes a mantra for the company, helping reinforce the desired culture in a way that sticks.

Simplicity in leadership communication ensures that your message is not just heard but remembered and acted upon. By focusing on the core essence of what your organization stands for and communicating it clearly, you give employees a clear sense of direction. Simple, focused messaging isn't about dumbing down complex ideas; it's about

making them accessible and actionable for everyone in the organization.



Section 2: Unexpectedness â?? Capturing Attention

Objective: Unexpectedness is a powerful tool for grabbing attention and making messages memorable. By delivering communication in ways that employees do not anticipate, leaders can break through the noise and spark curiosity. This section highlights how business leaders can use unexpected elements to make their messages stand out and resonate with their audience.

In the corporate world, many messages follow a predictable pattern: standard emails, routine meetings, and formal presentations. While structure is important, predictability can lead to disengagement, where employees tune out due to the repetitiveness of communication. To break through this barrier, leaders need to surprise their audience, shaking them out of autopilot mode and encouraging them to pay closer attention to what is being said.

Breaking Patterns of Typical Corporate Communication

One of the most effective ways to capture attention is to disrupt routine communication methods. People are wired to notice and remember things that defy their expectations. When leaders employ unexpected formats or content, employees are more likely to listen carefully, absorb the message, and reflect on its importance.

For example, if employees are used to receiving lengthy email updates from leadership, try sending a brief, visual message instead. If quarterly strategy meetings follow a dry, predictable agenda, consider introducing a unique element—like an unexpected speaker, interactive polling, or a hands-on team exercise—to re-energize the room.

By stepping away from the ordinary, leaders can effectively capture their team's attention and make sure their messages stick. The surprise doesn't have to be extreme; even small shifts can have a profound effect on engagement. The key is to break the rhythm of the expected and inject creativity into corporate communication.

Using Shock Value Carefully

Shock value can be a double-edged sword. When used wisely, it can highlight critical information in a way that commands attention. When used excessively or improperly, it risks coming off as manipulative or insincere. Leaders should use shock value with caution, reserving it for moments when they need to emphasize the importance of an issue or shift the team's perspective.

For instance, a leader might reveal surprising statistics about the company's competitive landscape to drive home the urgency of a new strategic direction. Suppose employees are unaware that the company's market position is under threat from an emerging competitor. By revealing this fact unexpectedly, the leader can create a sense of urgency and motivate employees to take immediate, proactive action.

Similarly, highlighting an overlooked achievement or challenge in the company's journey can reframe the way employees perceive the organization's future. Sharing these unexpected insights ensures that employees don't take success for granted and recognize the importance of continued effort.

Example: Delivering Strategy Announcements via Creative Mediums

A practical example of unexpected communication in action comes from a CEO delivering a major strategic announcement. Rather than holding a traditional town hall meeting or sending a formal memo, the CEO could use a creative, unconventional format.

Consider the example of a CEO creating a short, cinematic video that visualizes the company's new strategy. Instead of a long PowerPoint presentation, the video might depict key market trends, future goals, and the company's roadmap through storytelling, infographics, and employee testimonials. This unexpected delivery format not only grabs attention but also makes the strategy easier to understand and more relatable to employees.

Alternatively, a CEO could deliver a key message in a live, unscripted Q&A session with employees, offering transparency and authenticity that contrasts with the typical top-down announcement. By changing the medium, the message becomes more engaging, personal, and memorable.

Actionable Tip: Start with an Attention-Grabbing Statement or Challenge

A simple but effective technique for introducing unexpectedness is to open meetings or presentations with an attention-grabbing statement or challenge. This technique disrupts the normal flow of communication and forces the audience to re-focus.

For instance, a leader could start a meeting by posing a provocative question that challenges assumptions:

- What if I told you that our biggest competitor isn't who you think it is? □
- What if I told you we've been looking at this problem from the wrong angle? □

Alternatively, starting with a shocking statistic can have the same effect:

- Last year, 80% of our new customers came from a market we've been largely ignoring. □

By immediately introducing a surprising element, leaders spark curiosity and create a desire to learn more. This sets the tone for the rest of the communication and keeps employees engaged throughout.

7 C's of Communication: Strategies for Professional Success

Section 3: Concreteness → Making the Abstract Tangible

Objective: To help leaders transform abstract company values and visions into concrete, relatable examples that employees can easily understand, internalize, and act upon in

their daily roles.

Vision statements, values, and missions are often expressed in abstract terms. While these high-level concepts are essential for guiding an organization, they can feel distant or unclear to employees, particularly when it comes to understanding how to apply them in their day-to-day work. Leaders must bridge the gap between the abstract and the practical by using concrete examples and tangible language that bring these concepts to life.

Using Tangible Language and Avoiding Corporate Jargon

Corporate jargon and abstract language can obscure meaning and create barriers to understanding. Employees are more likely to resonate with communication when it's direct, clear, and grounded in real-world terms. Instead of talking about "synergies," "value propositions," or "scalable solutions," leaders should focus on simple, concrete language that people across all levels of the organization can relate to.

For instance, instead of saying, "We need to enhance customer-centricity," a leader could say, "Let's make sure every customer leaves with their problem solved and a smile on their face." This concrete image of customer service makes the company's value more actionable and understandable. It turns a broad, abstract goal into a specific behavior that employees can emulate.

The more tangible and vivid the language, the easier it becomes for employees to grasp the concept and apply it to their everyday tasks. The key is to speak in a way that resonates with the realities employees face, providing them with a clear picture of what the values mean in practice.

Sharing Relatable, Real-Life Examples

Abstract values become meaningful when employees can see how they are enacted in the real world. Leaders should regularly share stories and examples that demonstrate the company's values in action. These examples serve as role models for behavior, providing employees with a concrete understanding of how they can live out the company's vision.

For instance, if a company's core value is "customer service excellence," a leader might share a story about a retail employee who stayed after hours to help a customer resolve an issue. This story illustrates what customer service excellence looks like in real life and gives employees a clear, tangible example they can aim to replicate.

By highlighting real stories, leaders humanize the company's values, making them feel achievable rather than abstract ideals. Employees are more likely to remember and strive to embody these values when they see others being recognized for doing so.

Example: Customer Service Excellence in Retail

Take the example of a retailer that places a strong emphasis on customer service as a core value. Rather than speaking in broad terms about how important it is to satisfy customer needs, the retailer's leadership team could share a specific story of how an employee went above and beyond for a customer.

Imagine a situation where a customer was unhappy with a product. An employee, recognizing the customer's frustration, stayed late after closing time to help them find a solution. The employee not only replaced the product but also offered a discount on future purchases and followed up with a handwritten thank-you note.

This real-life example is concrete, relatable, and memorable. It shows employees exactly how to turn the abstract idea of customer service excellence into action. By providing clear, real-world illustrations, leaders make it easier for employees to understand what is expected of them and how they can contribute to the company's vision.

Actionable Tip: Regularly Provide Specific Examples of Employees Embodying Core Values

To reinforce the company's vision and values, leaders should consistently recognize and share specific examples of employees who are living out those values. This could be done during team meetings, in newsletters, or through internal communications platforms. By highlighting these real-life examples, leaders not only make the abstract more tangible but also create a culture where values are celebrated and emulated.

For example:

- **â??This week, we want to recognize Sarah from the sales team. She exemplified our core value of integrity when she went the extra mile to resolve a client issue with full transparency, ensuring they had all the information they needed to make the right decision.â?¶**

By consistently calling out these behaviors, leaders ensure that employees understand how the company's values should manifest in daily operations. This ongoing recognition reinforces the connection between abstract values and concrete actions.

Leaders must transform lofty visions and abstract values into concrete, actionable examples that employees can relate to and follow. By using simple, vivid language and sharing real-world stories of employees embodying core values, leaders can ensure that the company's vision is not just a set of words but a lived reality that guides daily behavior. When values become tangible and specific, they become easier to understand and act upon, ultimately embedding them into the company's culture.

Why credibility is important in leadership? - Team Academy

Section 4: Credibility â?? Building Trust Through Authenticity

Objective: To demonstrate the importance of credibility and trust in making leadership communication effective and memorable. Leaders must cultivate credibility by aligning their actions with their words and building trust through transparency and authenticity.

In any organization, credibility is crucial for effective communication. Employees are more likely to engage with and act upon messages from leaders they trust. If a leader's words don't match their actions, or if they fail to provide evidence supporting their claims, they risk undermining their authority and the impact of their communication. Building trust through credibility ensures that messages resonate and drive meaningful action.

Leaders Must Lead by Example

Credibility is not solely built through eloquent speeches or polished presentations; it's established through consistent actions and behavior. Leaders who embody the values they advocate are seen as authentic and trustworthy. Employees look to their leaders for cues on how to act and what is truly valued in the organization.

For instance, if a leader emphasizes the importance of teamwork and collaboration, they must demonstrate these qualities in their interactions with their team. This might involve actively participating in team projects, fostering an inclusive environment, or acknowledging and celebrating team achievements. When leaders act in accordance with the values they promote, they reinforce their credibility and build trust among employees.

In contrast, a disconnect between what leaders say and do can lead to skepticism and disengagement. If a leader preaches transparency but is secretive about important decisions, or if they advocate for work-life balance but are consistently unavailable to their team, their credibility suffers. Authentic leadership means consistently aligning actions with stated values, thereby reinforcing trust and respect.

Provide Data or Testimonials to Back Up Key Points

To enhance credibility, leaders should support their messages with concrete data, evidence, or testimonials. This helps to substantiate claims and demonstrates that communication is grounded in reality, rather than being based on abstract ideals or unchecked promises.

For example, if a leader is discussing the success of a recent initiative, providing data such as performance metrics, customer satisfaction scores, or financial results adds weight to the message. Testimonials from employees or customers who have experienced the positive impact of the initiative can further validate the leader's claims.

When discussing company performance, leaders might share:

- **Since implementing our new customer service training program, we've seen a 20% increase in customer satisfaction scores and a 15% improvement in repeat business.**
- **Here's a testimonial from one of our key clients, highlighting how our service exceeded their expectations and contributed to their success.**

These elements not only support the leader's points but also demonstrate a commitment to transparency and data-driven decision-making, which enhances credibility.

Example: A Leader Acknowledging Past Mistakes

An effective way to build credibility is for leaders to openly acknowledge past mistakes or shortcomings. This transparency demonstrates humility and a willingness to learn, which fosters trust and respect from employees. When leaders admit errors and outline the steps they are taking to address them, they show that they are not only accountable but also committed to continuous improvement.

For instance, a CEO who previously made an overoptimistic forecast might publicly address the missed targets, explain the reasons behind them, and discuss the corrective

actions being taken. This level of honesty not only builds credibility but also encourages a culture of openness and learning within the organization.

Example Statement:

- **â??I want to address the recent shortfall in our quarterly sales targets. We misjudged the market trends, and as a result, we did not meet our goals. Hereâ??s what weâ??ve learned from this experience and the steps weâ??re taking to ensure better forecasting in the future. Your feedback has been invaluable, and I appreciate your continued support as we work through these challenges.â?¶**

Actionable Tip: Share Personal Stories of Embodying Core Values

Encourage leaders to share personal stories that illustrate how they embody the companyâ??s values in their own leadership style. Personal anecdotes can make abstract values more tangible and relatable, while also showcasing the leaderâ??s authenticity.

For example, if a company values innovation, a leader might share a story about a time when they took a risk or pursued a new idea that had a significant positive impact. This not only highlights the value in action but also reinforces the leaderâ??s commitment to living out the companyâ??s principles.

Example:

- **â??When I first joined the company, I noticed that our approach to product development was very traditional. I decided to champion a new project management methodology that allowed for more agile and iterative processes. It wasnâ??t always easy, and there were challenges along the way, but seeing the positive outcomes made me realize the value of embracing change and innovation. I encourage each of you to think about how you can bring this spirit of innovation into your own roles.â?¶**

By sharing these stories, leaders not only build credibility but also inspire employees to reflect on how they can align their own actions with the companyâ??s values.

Credibility is essential for effective leadership communication. Leaders build credibility by consistently aligning their actions with their words, supporting their claims with data and testimonials, and demonstrating authenticity through transparency. By sharing personal stories and acknowledging past mistakes, leaders foster trust and ensure that their

messages resonate deeply with employees. Authenticity and trustworthiness enhance the impact of communication, making it more likely to inspire and motivate.



Section 5: Emotional Connection ?? Inspiring Through Heartfelt Messaging

Objective: To explain how emotional appeals enhance the memorability and impact of leadership communication by forging a deeper connection with employees. When messages resonate emotionally, they inspire and drive action more effectively than purely rational appeals.

Emotions play a powerful role in influencing behavior and decision-making. When employees feel a strong emotional connection to their company's mission and values, they are more likely to be motivated and committed. By incorporating emotional appeals into communication, leaders can create messages that not only inform but also inspire, fostering a sense of pride, responsibility, and belonging among employees.

Emotion Drives Action

Emotions are a key driver of human behavior. When employees connect emotionally with the company's mission or values, they are more inclined to engage actively and contribute wholeheartedly. Emotional engagement creates a sense of personal investment, transforming abstract corporate goals into meaningful personal commitments.

For example, when employees understand how their work contributes to a larger purpose that aligns with their own values, they are more likely to go above and beyond in their roles. If a leader effectively communicates how the company's efforts make a positive impact on the community or change lives, employees are likely to feel a stronger connection to their work and a greater sense of pride in their achievements.

Use Storytelling to Evoke Emotions

Storytelling is an effective technique for creating emotional connections. Personal stories and narratives help employees relate to the company's values on a human level, making the message more tangible and memorable. By sharing stories that evoke emotions such as pride, responsibility, or belonging, leaders can enhance the emotional impact of their communication.

For instance, a leader at a nonprofit organization might share a story about an individual whose life was significantly improved through the organization's work. This narrative could highlight the personal journey of a beneficiary, showcasing the direct impact of the organization's efforts. Such stories bring the organization's mission to life, illustrating how the team's hard work translates into real-world benefits.

Example Story:

- **â??Last year, we helped Sarah, a single mother struggling with unemployment, find stable work through our job training program. Sarahâ??s story is not just about employment; itâ??s about rebuilding her life and providing a brighter future for her children. Her success is a testament to the difference we make, and itâ??s thanks to each of you that weâ??re able to achieve these outcomes. Sarahâ??s story is our story, and it reflects the heart of our mission.â?¶**

Example: A Nonprofit Leader Sharing a Success Story

Consider a nonprofit leader who regularly shares success stories to highlight the impact of their organization's work. These stories might feature individuals who have benefited from the organization's services or community members who have been positively affected by its initiatives.

For example, if the nonprofit focuses on providing educational resources to underprivileged children, the leader might share a story about a student who overcame significant challenges and went on to achieve academic success with the help of the organization's programs. The leader could describe the student's journey, including the obstacles they faced and the support they received, culminating in their achievements and aspirations for the future.

By sharing such heartfelt stories, the leader not only illustrates the tangible results of the organization's efforts but also fosters a deeper emotional connection between the employees and the mission. These stories help employees see the direct impact of their work, reinforcing their commitment and engagement.

Actionable Tip: Highlight Stories That Touch on Key Values

Leaders should make it a practice to regularly highlight stories from within the organization that resonate with key values and create a personal connection with the team. This can be done through internal newsletters, team meetings, or company-wide communications.

For instance, if teamwork is a core value, a leader might share a story about a collaborative project where team members worked together to overcome a significant challenge. The story should focus on the personal contributions, mutual support, and the collective achievement that resulted from the team's efforts. By consistently sharing such stories, leaders reinforce the importance of core values and demonstrate how they manifest in everyday actions.

Example:

- **I want to share a recent story from our product development team. When faced with a tight deadline, the team rallied together, working late nights and supporting each other through challenges. Their dedication not only led to the successful launch of our new product but also exemplified the value of collaboration. Their story is a powerful reminder of what we can achieve when we work together.â?¶**

Emotional appeals in leadership communication are crucial for making messages resonate and inspiring action. By leveraging storytelling to evoke emotions and regularly highlighting personal stories that reflect key values, leaders can foster a deeper connection with employees. This emotional engagement not only enhances the impact of communication but also drives motivation, commitment, and a sense of belonging within the organization.



Section 6: Stories → Bringing the Vision to Life

Objective: To discuss the power of storytelling in leadership communication and demonstrate how stories can vividly illustrate the company's vision and mission, creating a shared narrative that resonates with employees.

Stories have an unparalleled ability to convey complex ideas and inspire action. When leaders use storytelling, they provide context, make abstract concepts tangible, and engage employees on a deeper level. A well-crafted story can transform a company's vision into a relatable and memorable experience, helping employees connect emotionally and intellectually with the organization's goals.

Stories Provide Context and Visualization

Storytelling allows leaders to frame the company's mission and values in a way that is both compelling and accessible. Rather than presenting abstract goals or dry statistics, stories offer context that makes the vision more concrete and relatable. Through storytelling, leaders can paint a vivid picture of how the company's mission is realized in real-world scenarios, helping employees understand their role in achieving these objectives.

For instance, sharing the story of how the company was founded—highlighting the challenges faced and the milestones achieved—can provide valuable context for employees. This narrative not only illustrates the company's origins but also reinforces the values and determination that have driven its success. It enables employees to see how their current efforts build upon a rich legacy and contribute to a larger, ongoing story.

Incorporating Stories in Various Communication Channels

To create a cohesive and engaging narrative, leaders should incorporate stories across different communication channels, including meetings, internal communications, and company-wide events. By doing so, they ensure that the vision and values are continuously reinforced through relatable and engaging content.

In Meetings: Leaders can start team meetings with a story that highlights how recent efforts align with the company's mission or showcase a success story from a particular department. This approach not only sets a positive tone but also makes the company's vision more relevant to the team's work.

In Internal Communications: Regular newsletters, intranet posts, or email updates can feature stories about employee achievements, customer success stories, or significant company milestones. These stories provide ongoing reinforcement of the company's values and keep employees connected to the organization's journey.

In Company-Wide Events: Major events such as annual meetings, retreats, or celebrations are ideal opportunities to share stories that capture the essence of the company's vision. For example, a company might feature a video that combines stories from employees, customers, and leadership to highlight the impact of the organization's work over the past year.

Example: Sharing the Company's Origin Story

An effective example of using storytelling is sharing the company's origin story. This narrative can detail the initial inspiration behind the company, the challenges faced in the early days, and the key milestones that have defined its journey. By recounting this story, leaders help employees connect with the company's mission on a personal level and understand how their current efforts contribute to the ongoing narrative.

Example Origin Story:

- **Our company was founded in a small garage with a simple idea: to make technology more accessible to everyone. In those early days, we faced numerous obstacles from limited resources to fierce competition. But it was our unwavering commitment to innovation and customer satisfaction that carried us through. Today, as we launch our new product line, we remember those humble beginnings and the values that guided us. Each of you plays a crucial role in continuing this legacy and shaping our future.**

□

This story not only provides context but also instills a sense of pride and belonging among employees, reinforcing their connection to the company's mission.

Actionable Tip: Create a Repository of Stories

Encourage leaders to develop a repository of stories both from leadership and employees that can be drawn upon to continually reinforce the company's values and vision. This collection can include origin stories, milestone achievements, customer testimonials, and employee success stories. Having a readily available repository ensures that leaders have a wealth of material to draw from, making it easier to incorporate compelling narratives into various communication efforts.

To build this repository:

- **Solicit stories:** Reach out to employees at all levels to share their experiences and successes related to the company's values and mission.
- **Document and organize:** Create a centralized database or document that categorizes stories by theme, such as innovation, teamwork, or customer impact.
- **Share and update:** Regularly feature stories from the repository in internal communications and events, and update the collection with new stories as they arise.

By maintaining an active and diverse repository of stories, leaders can keep communication fresh and relevant, continuously reinforcing the company's vision and values.

Storytelling is a powerful tool for leadership communication, offering a means to vividly illustrate the company's vision and values. By incorporating stories into various communication channels and creating a repository of narratives, leaders can provide context, inspire engagement, and reinforce a shared sense of purpose. Stories transform abstract concepts into relatable experiences, helping employees connect emotionally and intellectually with the organization's mission.

Impact: The Results of Good Leadership

Section 7: Practical Applications → Embedding Values in Everyday Leadership

Objective: To provide leaders with actionable steps to effectively integrate the SUCCES principles into their everyday communication strategies, ensuring that the company's values and vision are consistently reinforced.

Embedding core values and vision into daily leadership practices requires more than occasional speeches or annual meetings. It involves a deliberate and consistent approach to communication that incorporates the SUCCES principles—Simplicity, Unexpectedness, Concreteness, Credibility, Emotional Connection, and Stories. By integrating these principles into various communication formats and channels, leaders can ensure that their messages resonate deeply and remain top-of-mind for employees.

Encourage Regular Communication of Values and Vision

Regular communication helps keep the company's values and vision at the forefront of employees' minds. Rather than reserving discussions about core values for major events or annual meetings, leaders should weave these messages into everyday interactions. This continuous reinforcement helps to build a strong, values-driven culture and ensures that employees consistently align their actions with the company's mission.

For example, a leader might start team meetings with a brief reminder of the company's values and how current projects reflect those values. This regular reinforcement helps employees see the relevance of the values in their day-to-day work and fosters a deeper

connection to the company's mission.

Use a Variety of Communication Formats

To effectively communicate values and vision, leaders should utilize a range of communication formats. Different formats can cater to diverse preferences and ensure that the message reaches employees through multiple touchpoints. Here are some effective formats:

- **Emails:** Regular updates or newsletters from leadership can include insights into how employees are living the company's values. This format is useful for reaching a broad audience and can be easily archived for reference.
- **Speeches:** Use speeches at company events or meetings to highlight key values and share inspirational stories. These can be particularly effective for motivating teams and reinforcing the company's vision.
- **One-on-One Meetings:** Personalized discussions with employees offer opportunities to provide tailored feedback and discuss how individual contributions align with the company's values.
- **Visual Aids:** Posters, infographics, and digital displays around the workplace can serve as constant reminders of the company's core values and mission. Visual aids help reinforce messages in a tangible and memorable way.

Example: Weekly Newsletter from the CEO

A practical example of embedding the SUCCES principles is a weekly newsletter from the CEO. This newsletter can serve as a regular touchpoint for reinforcing the company's values and vision. Each edition might include:

- **Stories:** Highlight stories of employees who exemplify the company's core values, showcasing their contributions and achievements.
- **Updates:** Share updates on company initiatives, explaining how they align with the company's mission and values.
- **Messages from Leadership:** Include brief reflections or motivational messages from the CEO that reinforce the company's vision and encourage employees.

Example Newsletter Snippet:

- **Dear Team, This week, I want to spotlight our Customer Service team, who went above and beyond to resolve a challenging issue for a client.**

Their dedication embodies our core value of customer excellence. Additionally, our recent project on sustainability aligns perfectly with our mission to create a positive impact on the environment. Thank you for your ongoing commitment to our values. Let's continue to strive for excellence and innovation.

Actionable Tip: Develop an Internal Communication Calendar

To ensure that the SUCCES principles are consistently applied, leaders should develop an internal communication calendar. This calendar should outline key messaging themes and communication activities, integrating the SUCCES principles into ongoing efforts.

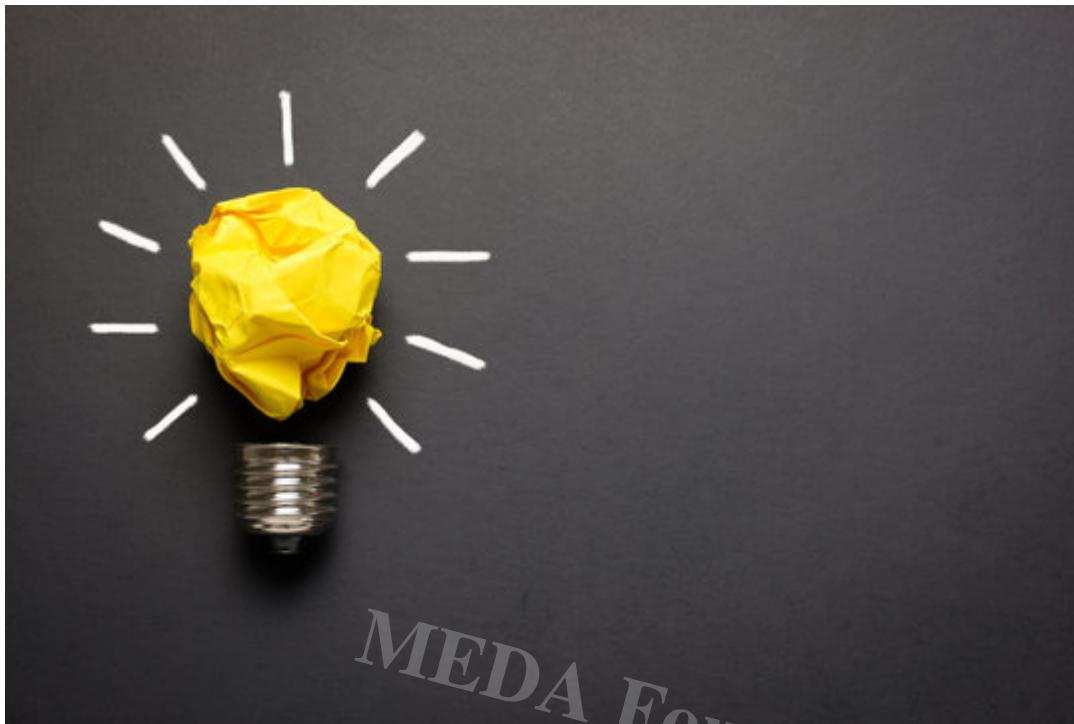
Steps to Develop an Internal Communication Calendar:

- 1. Identify Key Themes:** Determine the core values and vision statements that need to be communicated regularly.
- 2. Plan Communication Activities:** Schedule various communication activities, such as newsletters, meetings, and visual updates, and align them with the identified themes.
- 3. Assign Responsibilities:** Designate team members responsible for creating and disseminating content for each communication activity.
- 4. Review and Adjust:** Regularly review the effectiveness of the communication efforts and adjust the calendar as needed to ensure continued relevance and impact.

Example Calendar Entry:

- Week 1:** Feature a story of teamwork in the weekly newsletter and discuss how collaboration supports the company's mission during team meetings.
- Week 2:** Share a CEO speech about innovation at the monthly all-hands meeting and update visual aids in common areas with key value reminders.

Conclusion of Practical Applications: To effectively embed core values and vision into everyday leadership, it's essential to apply the SUCCES principles consistently across various communication channels. Regular communication, diverse formats, and a structured internal communication calendar help reinforce values and ensure alignment with the company's mission. By integrating these practices into daily leadership activities, leaders can build a stronger, values-driven culture and foster greater employee engagement and commitment.



Conclusion: Making Leadership Messages Stick

Effective leadership communication is crucial in shaping organizational culture and inspiring employee engagement. By applying the SUCCES principles—Simplicity, Unexpectedness, Concreteness, Credibility, Emotional Connection, and Stories—leaders can ensure their messages resonate deeply and become integral to the company's culture.

Summary of Key Points

- Simplicity:** Craft messages that are clear and focused, highlighting core values and vision in a straightforward manner. Avoid overwhelming employees with excessive information.
- Unexpectedness:** Capture attention and create memorable messages by introducing elements of surprise or unconventional approaches. Break the mold of typical corporate communication.
- Concreteness:** Turn abstract concepts into tangible, relatable examples. Use clear, straightforward language and real-life stories to make values and vision more accessible.
- Credibility:** Build trust through authentic communication and actions. Back up messages with data, testimonials, and personal examples to enhance credibility.

5. **Emotional Connection:** Engage employees emotionally by sharing stories that evoke feelings of pride, belonging, and responsibility. Emotional appeals drive deeper commitment and motivation.
6. **Stories:** Utilize storytelling to bring the vision to life. Share narratives that provide context, illustrate values in action, and create a shared organizational narrative.

Call to Action

Leaders must be intentional about how they communicate their vision and values. Adopting the SUCCES principles will help ensure that messages are not only heard but also resonate and stick with employees. By embedding these principles into everyday communication, leaders can inspire and engage their teams, fostering a strong, values-driven culture that drives success and alignment.

Just as leaders need to ensure their vision sticks, the [**MEDA Foundation**](#) is committed to spreading messages of inclusion, empowerment, and opportunity. Your support helps us communicate these values effectively and make a lasting impact in our communities. Participate or donate today to support our mission and help us drive meaningful change. Visit [**MEDA Foundation**](#) to learn more and contribute to our cause.

Book Reading References

1. **The Art of Storytelling: Easy Steps to Presenting an Unforgettable Story** by John D. Walsh: A guide to mastering the art of storytelling, essential for engaging and inspiring communication.
2. **Building a StoryBrand: Clarify Your Message So Customers Will Listen** by Donald Miller: This book provides strategies for creating clear and compelling messages that resonate with audiences, applicable to both leadership and marketing.
3. **Dare to Lead: Brave Work. Tough Conversations. Whole Hearts.** by Brené Brown: A focus on authentic leadership and communication, emphasizing the importance of vulnerability and trust in effective leadership.

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1. Entrepreneurship - Training
2. Leadership
3. Management Lessons

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