

Figure 1.1a-_: Leadership Two-Way Leadership Communication Strategy

Stakeholder Audiences							Alignment Mapping									
Media Types	Senior Leaders, Supervisors	Employees /Staff Members	Contract Workers	Patients and Other Customers	Suppliers, Group Purchasers, Partners	Public, Community	R	E	O	A	V	P	D	C	S	L
Management Meetings			M													
TV																
Email																
Videos																
Staff Meetings																
Video Conf.																
Intranet																
Newsletter																

Key: R-Results; O-Strategic Objectives; A-Action Plans; V-Values; C-Customer Related; D-Directions; S-Strategic Challenges; P-Performance/Strategy Alignment; E-Emergency/Disaster; L-Learning Related; Q = Quarterly, M = Monthly, A = Annually, D = Daily, W = Weekly

Replace exemplary information with information representative of your organization. [Blue](#) underlined words link to [other Templates](#), Results Charts, and [Best Practices](#).

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