

Happy New Year!

We Have a New President!

Would Obama Exist Without Bush? Powerful Communication Tips Emerge.

January has been a pivotal month for us, with a new Administration replacing the out-going one. The leaders of both have revealed some powerful communication tips about what works.

To Take in the Feedback and Adjust or Not?

First, President Bush's final press conference and farewell address served to defend his actions and burnish his legacy. But the January polls ranked him on a par with the unpopular Richard Nixon, who resigned from office in disgrace. Is there a disconnect between the desired legacy and the actual results? It depends on your perspective.

Research tells us that extraordinary communication includes taking in the feedback to determine how we're doing. This is why we have performance evaluations. Then, based on our purpose, we make adjustments until we become effective in producing our intended results. This process has been compared to the automatic pilot in a plane. The plane is always going off-course until the automatic pilot kicks in and steers the plane back on course; then it veers off-course again and the cycle repeats.

Using this analogy, if President Bush had been a plane, he would have continued to fly off-course instead of responding to the automatic pilot. While he persisted in overlooking the feedback of the populace, Obama connected with it, using the internet to grow his support and the primaries to hone his message. The polarization of our nation deepened, a groundswell grew and a new President emerged.

But another perspective is from President Bush's point of view. If his purpose was to protect America by keeping terrorists distracted by Iraq, then he stayed the course and didn't succumb to the polls.

Which Is the Tip?

(1) Focus on your feedback to see how people are responding and be flexible; make adjustments to be more effective and build a network of relatedness and common purpose.

...OR...

(2) Focus on the big picture and, if necessary, overlook the feedback and risk losing the good will of your audience.

Is it a simple EITHER - OR? What do you think?

"There is nothing good or bad, but thinking makes it so"
HAMLET, William Shakespeare
