

Title: THE Communications Strategies with Ryan Avery

Description: How we communicate is how we operate. What does your communication style say about you? Returning to the podcast, our guest Ryan Avery is here to discuss THE communication strategies that make great leaders. Ryan Avery continues to partner with FCCS for the Go from A Leader to THE Leader strategic communications program and is THE Keynote Speaker at the upcoming [Risk 360 Conference](#).



*Go from A Leader to THE Leader
Strategic Communications Program
with*

Ryan Avery

[More Information](#)

In this episode, we're talking about communication — what it is, what it isn't, how it changed in the face of the pandemic, and what forward thinking leaders need to do to maintain effective communication, reduce fatigue, and increase their luck in today's continually changing world.

"Stop being passionate! People are craving purpose right now." — Ryan Avery

Today's Insights Include:

Communication changes that are worth keeping

- + The pandemic forced change on all of us, and some changes have been for the better
- + Communication itself doesn't change, but methods of communication do change
- + Maintaining the hybrid model of communication benefits all aspects of our lives
- + In person events are irreplaceable and need to come back again

- + Meetings need to be minimized wherever possible
- + Effective email strategies will change the way that you communicate for the better.

Communication wins in today's leadership

- + Employee appreciation is critical and increasing in many companies
- + Training budgets are increasing and offer aid in employees personal and professional lives
- + The hybrid work model has required a positive, customized change in communication and will continue to be offered at many forward-thinking companies

Warning signs regarding communication

- + Too many meetings is a sure indicator of a breakdown in effective communication
- + Overly strategic appreciation loses the personal and human element of interactions
- + Failure to acknowledge the truly personal level of interaction that we are having with others, especially in the virtual environment
- + Empathy is an essential skill that takes leaders to the next level

The element of luck in communication

- + Reliable luck requires actions, relationships, and proximity to what it is that you want
- + Increased luck will come when you are willing to do more
- + Luck does not mean chance – It requires action for what you want to see happen

Moving beyond the fatigue of 2020

- + Fulfillment in work needs to be an essential part of the rebound from the pandemic
- + Ask yourself if you are feeling jealous or inspired? Disappointed or grateful?
- + Stop being overly passionate- convert your passion to being purpose driven in the work that you are doing.
- + Harness your creativity, whatever that means in your work and in your life

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Resources

[Ryan Avery, The Keynote Speaker](#)

[Go From A Leader to THE Leader Online Strategic Communications Program](#)

[FCCS 2021 RISK 360 Conference](#)

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