

Rules to Improve Credibility in Internal Communications

Six communications principles that will help win employee trust and support in turbulent times.

- 1. Credible:** factual, balanced, not driven by “spin” or accentuating the positive while overlooking the negative; communicating good and bad news alike.
- 2. Consistent:** aligned messages delivered with one voice.
- 3. Informative:** providing perspective as well as conveying facts, giving audiences insight, orientation and understanding of the broader context, the reasons behind decisions.
- 4. Proactive:** taking the initiative to communicate significant developments, and not waiting until pressure demands a response.
- 5. Audience-appropriate:** using the right language for the intended audience; using simple, plainspoken language free of jargon and overly technical terms.
- 6. Self-confident:** dealing in facts rather than rumors or speculation; offering a vigorous defense when unjustly attacked or criticized, rather than sweeping criticisms under the rug or avoiding controversies that require explanation and response.



About Tantalus President and Management Consultant Wylie Rogers

Wylie Rogers has 20 years of experience in North America, Europe and Asia, having worked in politics, the media, business and management consulting.

Wylie was previously the head of public affairs for BASF in Asia Pacific, a US\$ 10 billion business, overseeing 15 countries in the region while based in Hong Kong. He also headed ABB Group's corporate communications team in Beijing, China, a US\$ 2 billion business, and had roles ranging from spokesman to speechwriter and head of copy for the ABB Group in Zurich, Switzerland, a US\$ 30 billion business. Before moving abroad, Wylie worked as a reporter and speechwriter in Canada.

Wylie attended INSEAD in France and Singapore for executive development and has a BA in English Literature with Honours. He did his post-graduate studies in journalism and has volunteered with the International Journalism Federation in Phnom Penh, Cambodia. As President of The Tantalus Group Wylie manages the global network of Tantalus management consultants.

Put the talented team of Tantalus management and communications consultants to work for you. Our unique networked structure provides our clients access to the latest strategies from around the world and the ability to leverage experience in wide-ranging industries and markets.

Let's talk tactics: wylie@thetantalusgroup.com