COMMUNICATION MODEL

**PURPOSE: Align tension and responsibility with team to effectively get things done.**

GOAL: Create a plan to take action and move things forward.

- Redefine or create goal
- Define action steps
- Create accountability
- Follow-up

GOAL: Highlight the consequences of taking or not taking action with the problem at hand.

- Negative consequences of change
- Rationale for staying the same
- Reasons to change
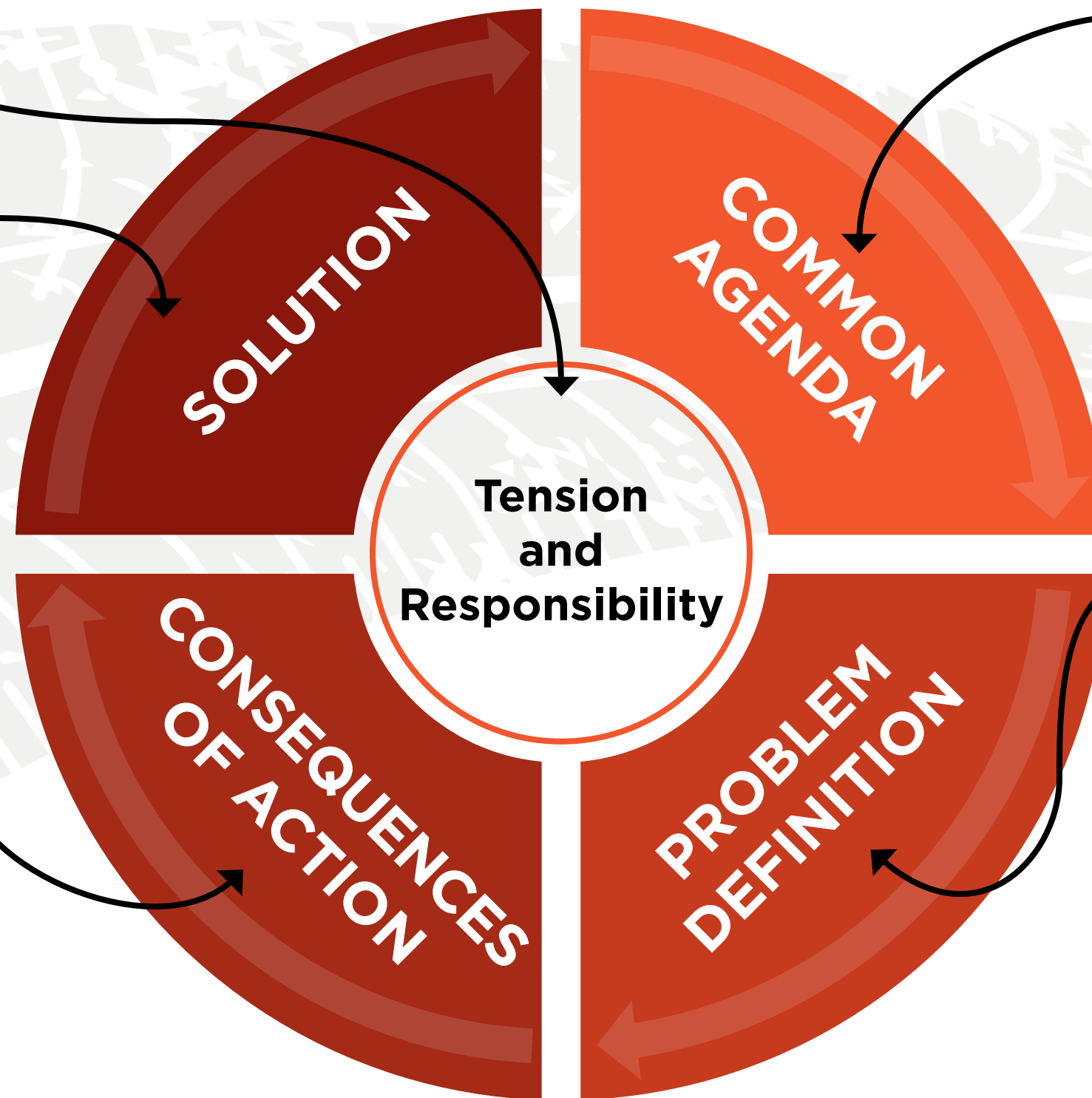
GOAL: Bring various agendas to the table to understand where there is alignment/dissonance.

- Values
- Vision
- Roles and structure
- Expectations

GOAL: Understand and track "how" the problem works.

- Issues/symptom identification
- Illustration of who and what is involved
- Owning the problem
- What truly is the problem?

SOLUTION

COMMON AGENDA

Tension and Responsibility

CONSEQUENCES OF ACTION

PROBLEM DEFINITION

MAKE WHAT'S COVERT... OVERT.

MIDWEST CARRIERS