

# Stage One — Start strong

## Understand your company

- Learn in the first 100 days after entering your company
  - Where it came from
  - What it stands for
  - How it makes its money
  - Who the key people are
  - Where it is going
- Read the company's annual report
- Read an outside analyst's assessment of the company
- Ask starts to tell the inside scoop on the company
- Get engaged by joining a club, team, or professional network in the firm
- Volunteer to help with a company event and do it well

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## What is effective communication

- Clarity
  - Write a quick outline before any communication
    - Topic -> Three main points -> Next items for audience
- Good Storyteller
  - The use of simple, evocative imagery
  - The ability to create human empathy
- Choose the right medium
  - Email or text / message may not be the best option to resolve the conflicts
  - Audio, video can be better
  - Meet in person may be the best in some cases