

The **COMPREHENSIVE** POWER OF COMMUNICATION

A 3-Part **COMMUNICATION STRATEGY** for Long-range Impact

BUILDING
the **TOP LINE**

ENHANCING
the **MIDDLE LINE**

PROTECTING
the **BOTTOM LINE**

Communication Affects *the* **TOP LINE**

Top-line revenue in a company is the company's gross sales. Gross sales are grounded in one thing: customer service. How well a company serves its customers is directly reflected in the top-line revenue numbers. Customers communicate in the language of currency. If top-line revenue is an issue for a company, it indicates a serious communication issue.



Communication Affects *the* **MIDDLE LINE**

Between the top line and the bottom line in any business is the powerfully impactful middle line – the people who, with focused and concerted effort, create and support the customer deliverables while also protecting the bottom line. Customers may not see them, but they will sense their impact.



Communication Affects *the* **BOTTOM LINE**

In a company, lack of communication or miscommunication can impact the bottom line in the form of delays, inefficiencies of cost and time, or service issues; and, in a worse-case scenario, financial loss, workplace accidents, or lawsuits.



COMMUNICATION BETWEEN *the* **LEADER** AND **SELF**

The mindset of a leader has direct impact on the bottom line, and on everyone and everything tied to it.

COMMUNICATION BETWEEN *the* **LEADER** AND **OTHERS**

Protecting the bottom line is communicating clearly across all lines to ensure everyone understands the impact of their particular part on it.

TOP-LINE REVENUE AND BOTTOM-LINE PROFIT
ARE NOTHING WITHOUT A STRONG MIDDLE LINE.

> **Important Questions to ASK YOURSELF**

1. **IS THE COMPANY SERVING THE NEEDS** of its customers well?
2. **ARE THE QUALITY AND PRICE OF PRODUCTS AND SERVICES IN ALIGNMENT** with customer expectations?
3. **ARE THE FRONT LINES SUPPORTING CUSTOMERS** at the highest level possible?

> **Important Questions to ASK YOURSELF**

1. **DO YOU KNOW THE COMMUNICATION STYLE** of each member of your team?
2. **DO YOU KNOW THE BEST MEANS FOR COMMUNICATING** with each team member?
3. Are you communicating using the **"3D" COMMUNICATIONS FRAMEWORK?**

> **Important Questions to ASK YOURSELF**

1. **WHAT ARE YOU TELLING YOURSELF AS A LEADER** that may be adversely impacting the company's bottom line?
2. **WHAT DOES YOUR COMPANY'S BOTTOM LINE** really look like?
3. **ARE YOU COMMUNICATING OPENLY WITH YOUR TEAM** regarding goals, challenges, and victories?

FOR MORE INSIGHT,

Contact your **EXECUTIVE DIRECTOR** with
The **JOHN MAXWELL Team**

