LEADING TRANSFORMATION #47:
TRANSFORMATIONAL COMMUNICATION: MOBILIZING AND ALIGNING TO STRATEGIC PRIORITIES

The effectiveness of Transforming Leaders hinges on their ability to MOBILIZE and ALIGN other stake holders and leaders to STRATEGIC PRIORITIES. The Strategic Priorities when well executed will result in the realization of the Vision; that is the envisioned or desired future. Focus on the right Strategic Priorities generates enough momentum to overcome inertia and accelerate the realization of Vision-related goals. The absence of Strategic Priorities makes it difficult to mobilize and align toward common strategic actions.

The ability to CONSISTENTLY AND LAVISHLY COMMUNICATE THE STRATEGIC PRIORITIES in the “peoples’ languages,” directly impacts leadership effectiveness and success. A “peoples’ language” is the ordinary and everyday language of a majority of those who need to be mobilized.

A good example of a Vision in the “peoples’ language” is GHANA BEYOND AID being promoted by President Nana Addo Dankwa Akufo-Addo. This Vision slogan however is not adequate to mobilize ordinary people for action. It needs to be accompanied by supporting Strategic Priorities that clarify Strategic Actions that need to be taken toward achieving the dream. The following are examples of Strategic Priorities:

1. ACHIEVING FOOD SECURITY

“Grow what you eat and eat what you grow.” This slogan was promoted by former Ghana president, Flight Lieutenant Jerry John Rawlings.

“Operation Feed Yourself.” This slogan was promoted by late and former Head of State of Ghana, General Kutu Acheampong.

2. PROMOTING FAIR TRADE IN THE PLACE OF AID

“Fair Trade NOT Aid.”

3. DEVELOPING VALUE-ADDED ECONOMIES
Shifting from the export of raw materials to the export of value-added products.

“Do not do what developing nations ask you to do; rather do what they do for themselves.” (Delanyo Adadevoh)

4. ERADICATING POVERTY THROUGH EDUCATION

“Ignorance is the most dangerous form of poverty.”

“The development potential of a nation is measured not by its natural resources, but by the resourcefulness of its people.” (Delanyo Adadevoh)

“Resourcefulness” has to do with the ability to add the most value to existing resources for improving the quality of life of a people.

EFFECTIVE TRANSFORMING LEADERSHIP requires all leaders from all spheres of society lavishly and consistently communicating a few carefully selected Strategic Priorities (usually not more than 5). The popularization of the Vision and Strategic Priorities requires massive and sustained educational campaigns to all segments of society. This should be followed by the generous and timely resourcing and rewarding of actions that are geared toward executing on the Strategic Priorities.

REFLECTION
1. What Strategic Priorities do you need identify and work with in order to move toward the realization of a Vision you have embraced?

2. What are the best messages, media, languages and strategies that should be utilized to communicate the identified Strategic Priorities?