

THE LEADERSHIP COMMUNICATION ROLES | GUIDE

CEO	Executives / VPs	Team leaders
To keep the company's core narrative alive	Clarify for each employee what her/his task is	To create security and clarity
To motivate	Evaluation of the employee's work	To ensure clear goals and resolve conflicts
To set the tone / level of decency	Show that the employee is appreciated	To ensure direction, evaluate, appreciate and communicate strategy and vision
To be the supreme leader of change	Evaluation of the department's / group's work	To ensure the overview
	Communicate the organization's vision and goals	To keep focus on the task and finalize properly
	Support	

Translation. Kousholt, Bjarne, Forandringsledelse og forandringskommunikation, 2014

