



Leadership Communication as Citizenship

John O. Burtis, Paul D. Turman

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Leadership Communication as Citizenship explains the communication skills you need to help construct effective experiences for an organization, team, or community, whether in the role of doer, follower, guide, manager, or leader. It articulates the important role that communication plays in helping to co-construct group, organizational, or community direction. Effective leadership communication is explored in the context of citizenship, emphasizing the opportunities and responsibilities we each face for helping groups that matter to us, whether a business, a religious institution, or a government entity.

Throughout the book, authors John O. Burtis and Paul D. Turman relay a compelling, readable story about how to create more successful organizations and communities through direction-giving stories, regardless of one's role in the group.

Key Features

- Explains the daily interplay between communication, citizenship, and direction-giving, thus challenging readers to realize the power they have to give direction in their own team, organization, or community
- Focuses on common communication skills involved across seemingly disparate leadership contexts?from working in teams to communities to social movements or elsewhere?to help people succeed in the setting in which they find themselves
- Explores times of crisis and use of leadership vision, discussing how direction-giving approaches may require adjustment in these times of extreme opportunity, threat, or change.

Intended Audience: Leadership Communication as Citizenship is appropriate for anyone who wants to make a difference in their team, organization, or community, and for such courses as Leadership, Organizational and Group Communication, Industrial/ Organizational Psychology, Persuasion, and Management.

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