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“Helio Fred Garcia coached me a decade ago on the fundamentals of effective communication...*The Power of Communication* should be on the must-read list of any person who aspires to lead by capturing the hearts and minds of his or her stakeholder.”

-- Jeffrey Bleustein, Retired Chairman and CEO, Harley-Davidson, Inc.

“*The Power of Communication* is an absolutely terrific book on how to communicate and lead in complex and shifting situations.”

-- Amy C. Edmondson, Novartis Professor of Leadership and Management, Harvard Business School

-- Author of *Teaming: How Organizations Learn, Innovate, and Compete in the Knowledge Economy*

The Power of Communication: Skills to Build Trust, Inspire Loyalty, and Lead Effectively

Helio Fred Garcia

Executive Director, Logos Institute for Crisis Management & Executive Leadership

Leaders can't succeed if they aren't good communicators – and more often than not, leaders don't even know that their communication skills need polishing. (*Afterall, who's going to tell them?*)

So often the skills that get leaders to the top of their organization are not sufficient enough for success at that level. The higher one goes in a company, not-for-profit, or government agency, the more success is measured in winning hearts and minds rather than in the mastery of some technical skill.

For more than 30 years Helio Fred Garcia, has helped leaders build trust, inspire loyalty, and lead effectively through communication. The President of the crisis management firm Logos Consulting Group and adjunct professor of management at NYU's Stern School of Business, Garcia shares his years of hands-on experience in **The Power of Communication: Skills to Build Trust, Inspire Loyalty, and Lead Effectively** (FT Press, May 15, 2012, \$26.99).

In addition to his own experiences, Garcia translates core strategies taught in the U.S. Marine Corps' legendary publication *Warfighting*, to illustrate concepts and values for the most effective communication.

“Many leaders don’t think about communication strategically enough. All effective communication is done on purpose. It should be intentional, interactive, and intended to provoke a reaction,” urges Garcia. Strategies he discusses in **The Power of Communication** include:

- The only reason for communication is to change something – to influence the way audiences think and feel. Before you communicate, know what it is you want to change.
- Facts do not speak for themselves. If we speak only facts, the audience will either not pay attention to those facts or will provide their own context to make sense of the facts, which could trigger a negative frame.
- Communication is a continuation of business by other means. You need to engage your audience to enhance your position, thereby improving your competitive advantage.
- Leaders are judged on the fulfillment of expectations. Leaders must resist saying what merely sounds good in the moment and creating a say-do gap.
- Leaders must conquer the first mover advantage – a maneuver that prevents critics and adversaries from framing the situation. This has become increasingly more important in today’s world of social media.
- Understand your audience, recognize that they don’t think as leaders do, care about what leaders care about, or understand what leaders understand. If you are to move people, you need to meet them where they are.

From the BP disaster to John McCain or John Kerry, and from McDonald’s to St Augustine, Garcia uses extensive case studies and examples of both effective and ineffective communication by leaders in high-stakes situations. **The Power of Communication** is divided into three parts focused on principles, strategies, and skills. Each chapter highlights one of the *Nine Principles of Effective Leadership Communication* and includes a recap of best practices and lessons learned.

“Communication is the absolutely indispensable leadership discipline,” says Garcia. “Leaders must commit to invest in continuous improvement in their communication skills and therefore, in their overall success.”

For more information or to arrange an interview with Fred Garcia, please contact Newman Communications.

About the Author:

For more than 30 years, **Helio Fred Garcia** has helped leaders build trust, inspire loyalty and lead effectively. He is a coach, counselor, teacher, writer, and speaker whose clients include some of the largest and best-known companies and organizations in the world.

Fred is the President of the crisis management firm Logos Consulting Group and the Executive Director of the Logos Institute for Crisis Management & Executive Leadership. He is based in New York and has worked with clients in dozens of countries on six continents.

**The Power of Communication:
Skills to Build Trust, Inspire Loyalty, and Lead Effectively**
By Helio Fred Garcia
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Fred has been on the New York University faculty since 1988 and has received his school's awards for teaching excellence and for outstanding service. He is an adjunct professor of management in NYU's Stern School of Business Executive MBA program and an adjunct associate professor of management and communication in NYU's Master's in PR/Corporate Communication program.

Fred is also on the adjunct faculty of the Starr King School for the Ministry--Graduate Theological Union in Berkeley, CA, where he teaches a seminar on religious leadership for social change. He is on the leadership faculty of the Center for Security Studies of the Swiss Federal Institute of Technology, in Zurich, where he teaches in the Master's in Advanced Studies in Crisis Management and Security Policy. He is a frequent guest lecturer at the Wharton School/ University of Pennsylvania, the U.S. Marine Corps Command and Staff College, U.S. Marine Corps Officer Candidate School, the Brookings Institution, Tsinghua University (Beijing) and other institutions.

Fred is co-author (with John Doorley) of *Reputation Management: The Key to Successful Public Relations and Corporate Communication* (Second edition 2011, first edition 2007 by Routledge, Taylor & Francis Group). His two-volume book *Crisis Communications* was published by AAAA Publications in 1999.

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