

Suggested Interview Questions for
The Voice of Authority: 10 Communication Strategies
Every Leader Needs to Know
by Dianna Booher

- 1. In your new book, *THE VOICE OF AUTHORITY*, you state, “Information is not communication.” What do you mean?**

- 2. We’ve all heard the saying, “Information is power.” Why do some people seem to hold everything so “close to the vest” or just “skimp on the details” in any given situation?**

- 3. You say that clear communication is lacking in the workplace. Why do people muddle simple messages? What about when co-workers on a team project are not expressing their thoughts clearly? Can people learn to think on their feet or say what they mean – or is this just a skill they’re either born with or without?**

- 4. Why are certain managers and leaders continually misunderstood? Are there specific steps that can be taken to effectively open the lines of communication?**

- 5. You mention that some people are purposefully unclear – even with the best of intentions. Why? When is that a bad thing?**

- 6. In *THE VOICE OF AUTHORITY* you discuss how important it is to give bad news well. Is there really a good way to give bad news? What checklist should a spokesperson have handy when announcing recalls, layoffs, or other negative situations?**

- 7. The workplace and corporate America are not the only areas you discuss in your new book. You say the media is often guilty of disseminating garbled or biased information. How does the media miss the mark of clear communication?**

- 8. Are politicians guilty of muddling their messages as well? How does a politician’s communication style – their delivery technique and body language – affect the way people vote?**

- 9. You say that personal credibility encompasses “the look, the language, and the likeability factor.” What do you mean? Is personal credibility and personal presence something that can be learned?**
- 10. In *THE VOICE OF AUTHORITY* you stress that honesty, clarity, consistency, and transparency are the keys to effective communication. Who are some examples of good communicators?**
- 11. How has technology changed the way we communicate with one another? Are there different rules for effective verbal and written communication?**
- 12. How has the proliferation of email, text-messaging, and blogging changed what it takes to be heard?**
- 13. In *THE VOICE OF AUTHORITY*, you discuss the concept of “circular” communication. What do you mean by that? Communication going in all directions sounds like a good idea – why doesn’t this happen more often?**
- 14. You say that poor *internal* communication eventually shows up *externally* – to customers and the public. What are some examples of how this has happened?**
- 15. How have outsourced call centers affected customer service? What’s a frustrated consumer to do when caught in the script or template of a customer service representative?**