

## John's Top 10 Communication Tips

- Less is More – Keep your message simple
- Don't Speak in Code – Not everyone knows your unique language
- The Subject Line of E Mails – Give it purpose
- The 24 Hour Rule – Timely response is required
- Search Engine Optimization – Are you being “found”?
- Social Media Policy – Do you have one?
- “Meetings” Discipline – Make your meetings valuable, not wasteful
- Use “Huddles” – Quick, predictable, fast moving meetings work
- Managing Expectations – no news is bad news
- The Start and The Finish – begin strong, end stronger.

