

Communication is Essential for Leadership

By Byron A. Ellis - February 19, 2008



According to [Goldhaber](#), an organization's communication has been called the lifeblood and the glue that binds the organization. Goldhaber also noted that research findings showed a correlation between effective communication and high overall organizational performance.

Today, it is clear that, if the Bush administration had mastered the art of communication with other governments, the Iraq debacle would have never occurred. Ms. Clinton appears eager to continue Bush's policy of not communicating with governments deemed unfriendly.

Hillary's failure to achieve healthcare consensus showed her inability to communicate with stakeholders, the American public. She now claims her failed effort to reform healthcare as evidence of her experience. It was, nonetheless, as noted by [Marlantes and Walsh](#), one of the most spectacular legislative defeats in history, a symbol of arrogance and unwieldy bureaucracy.

[Senator Dodd](#) has wisely said if you are going to highlight experiences, they ought to reflect your ability to produce results, rather than failure.

Hillary's approach to communicating her failed healthcare reform plan was militaristic, with control from the top of the hierarchy. Militaristic approaches often exclude stakeholders' participation.

[Chester Bernard](#) noted that the main task of an executive is that of communication.

Effective communication can lead people to change their attitudes and feelings; it can engender relationships, where none existed before.

Goldhaber noted that communication involves messages and their flow. Thus, Obama's ability to communicate is a great asset that will not only benefit Americans but also the rest of the world. Moreover, his willingness to engage with friends and foes will restore America's moral standing in the world.

The US, and the rest of the world, is a network of interdependent relationships. Therefore, at this moment in time, there is a need for someone capable of bridging these interconnected relationships.

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