
MEDIA RELEASE

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New report: Leaders must rethink communication if they want to plug their talent drain

It's been touted as the darkest hour of leadership since World War II, a point of no return and a human energy crisis – but also the opportunity of a generation.

Much has been written about the dramatic changes in workplaces over the last three years. What hasn't been clear is how leaders navigate these changes and shift their teams from barely surviving to high-performing.

Credibility expert Dr Neryl East says there's a lot leaders can't control right now, so it's essential they focus on what they **can** control. That includes the way they interact with their staff every day.

"With good people continuing to leave their jobs, sub-standard communication is a primary ingredient in the toxic cultures that are driving employees out the door," she says.

"Rather than just trying to plug the leaks, you'll get better results if you fix the problem. The way a leader communicates will directly affect whether an outstanding employee hands in their notice or decides to stick around."

Dr East has released a new report that synthesizes the data and workplace trends of the last six months and identifies specific steps each organisation must take to rise to the new way of leadership required in 2023.

"With pre-pandemic leadership methods falling well short in this new era, the question for leaders is: What can you do to positively influence an out-of-control situation and at the same time deliver business results?" she says.

"Clear, credible communication - the kind that rebuilds trust with fragmented teams - is the key to leaders not only facing the challenges of this changed world but redefining themselves in the process."

[Click here to access the expert report.](#)

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