

7 Specific Behaviors to Improve Your Communication and Leadership Effectiveness

Business, political and religious leaders around the world aren't getting much love these days. A study conducted by Ketchum showed deep dissatisfaction with leaders in "every category of human endeavor." The global PR firm's 2012 [Leadership Communication Monitor](#) reports a gap of 28 percent between the public's expectations of leaders and those leaders' ability to meet those expectations. Only 25 percent of those surveyed feel that our leaders are demonstrating excellent leadership overall. And we are cynical — we expect leaders to be mediocre. But the data also revealed what people want and expect from their leaders.