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between the 'theory'

and 'practice' of

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communications is

intentional and implies

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communication: Design  
and deliver message so  
that it gets the  
attention of intended  
audience. Relate to  
common experiences  
between the source  
and destination. Offer a  
way to meet

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personality needs  
appropriate to the  
group situation the  
receiver is in at the  
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practical guidelines, insights will assist managers (or soon to be managers) in their day-to-day work and in their strategic and tactical communication decisions.

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Alison suggests using internal

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communications best practices to align your employees with customers. Create “profiles of typical customers, complete with photos, demographics, likes, and dislikes—including what TV shows they watch (Walking Dead or Downton Abbey?) and snacks they prefer (edamame or beef jerky?).

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