

EPISODE 98: HOW THE BEST GET TO THE TOP

INTERVIEW WITH VALERIE NORTON

1. **HOW IMPORTANT ARE COMMUNICATION SKILLS TO OVERALL BUSINESS SUCCESS?**
 - Vital in all positions.

2. **WHAT ARE THE COMMUNICATION SKILLS YOU LOOK FOR IN A NEW HIRE?**
 - Listening.
 - Brevity.
 - Asking questions.

3. **WHAT COMMUNICATION SKILLS DO YOU FIND MOST LACKING IN EMPLOYEES?**
 - Soft skills.
 - Writing skills.
 - Interpersonal skills.

4. **WHAT COMMUNICATION SKILLS DO YOU FIND MOST LACKING IN YOUNGER VS. OLDER EMPLOYEES?**
 - Asking informed questions.
 - Checking for understanding.

5. **WHAT ARE THE MOST COMMON COMMUNICATION PROBLEMS IN ORGANIZATIONS?**
 - Not enough empathy.

6. **WHAT ARE COMMUNICATION ABILITIES THAT GREAT LEADERS SHARE?**
 - Ability to describe a clear vision.
 - Grabs the heart as well as the mind.
 - Articulating the steps to achieve the vision. Make it attainable.
 - Invites feedback.
 - Humility.
 - Credibility.
 - Possess up front skills and interpersonal skills.

7. **IF AN EMPLOYEE CAME TO YOU AND ASKED, “HOW DO I IMPROVE MY COMMUNICATION SKILLS?” WHAT WOULD YOU TELL THEM?**
 - Watch yourself on video.

Sources mentioned in this episode:

[Communication Guys Episode 97 “Help, I’m Talking and I Can’t Shut Up”](#)

Are there other communication-related topics you’d like to hear the Communication Guys address? Let us know on our [Facebook page](#).