

Amy Brabec  
IRLS 564  
Reading Reaction

Reading: **The Five Messages Leaders Must Manage**

‘Communication is the essence of good relations.’ Unfortunately, not all leaders are good communicators, which mean the leaders most likely are not good managers. Hamm uses an analogy of a train: “Good leaders (are) comparable to skilled locomotive drivers. When an organization is well aligned, all the managerial levers are easily and neatly moved. They function smoothly so that driver, passengers, and train gracefully move forward as one.” (116)

There are five ‘messages’ that must be heard for the ‘train’ to operate smoothly:

1. organizational structure and hierarchy – a flexible map and guideline
2. financial results – results not a punitive weapon, but a useful diagnostic and learning tool.
3. the leader’s sense of his/her job – effective leaders bring out the answers in others
4. time management – strategically utilized
5. corporate culture – created and maintained by focusing on the right goals and creating the experience of winning

The organizational strengths of the CLIC and its library staff is appropriate to support the first message. Another, the second message, financial results, can be under the responsibilities of the organization’s CLIC. Trends can be explored and knowledge can be collected, stored, organized.

Hamm, John. (2006). The Five Messages Leaders Must Manage [Electronic version]. *Harvard Business Review* 84(5), 114-123.