



# Leading Out Loud: Inspiring Change Through Authentic Communications, New and Revised

*Terry Pearce*

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As the cycle of change increases its speed, leadership communication is becoming more important than ever. Since the original publication of *Leading Out Loud* in 1995, the development of a leader's message has become as critical to success as the delivery of that message. In this new and revised edition of his highly praised work, Terry Pearce explains how the events of recent years, including the information revolution, worldwide focus on terrorism, and the revelation of corporate scandals, have significantly increased the importance of authenticity in leadership to build loyalty in organizations. This new edition focuses on the source of a message for change, its development as a platform for leadership communication, and its many forms of expression from speeches to e-mails, memos, and even informal "water cooler" conversation. Pearce shows leaders in business, politics, and nonprofits how to communicate their values and vision to inspire commitment; he provides tools and examples from well-known leaders as well as less-known but effective change agents. *Leading Out Loud* gives readers concrete methods for improving their own communication by guiding them to do the internal work necessary for creating an honest and compelling vision, and by demonstrating how readers can find their authentic voice and articulate their messages with confidence. People make commitments, says Pearce, to causes they value and to people they respect and trust. An authentic voice and an inclusive perspective are requisites for any leader who would inspire change. Trust is built by communicating from both the mind and the heart, speaking directly to the minds and hearts of others, listening to their response, and respecting their points of view. All leaders will benefit from Pearce's wisdom, as will anyone else who wants to inspire positive change through others.



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