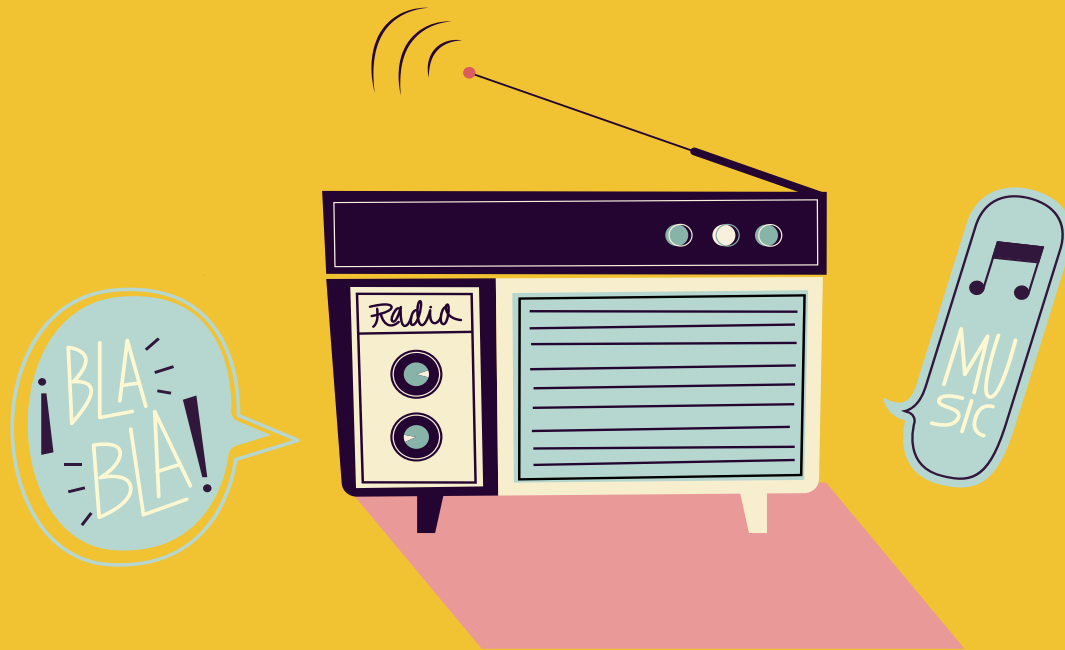


THE COMMUNICATION FREQUENCY

-The Playbook fostering successful communication skills, cascading from leadership to management, during the implementation of a circular strategy in big corporations-

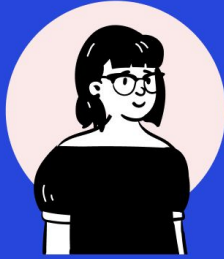


Broadcast by: Gabriela Suarez, Daniela Holguin, Alejandra Yurjevic, Johara Gargiulo, Miriam Barnhart, Mariana Cappa

The Problem

Top Leaders

Middle Managers



In many **big corporations**, the transitional process of **integrating a Circular Strategy** is frequently unsuccessful. This is often a symptom of an **ineffective internal communication culture**.



Chapter #1: Tuning In!

Reflecting on how the leadership mindset can enable a successful circular strategy.

Go!



Chapter #2: Cutting out the Static

The power of using proper circular terminology and communicating the vision clearly.



Chapter #3: Who is Tuned?

Defining roles and responsibilities between the two tiers.



Chapter #4: Everyone is the DJ

Analysing the circular strategy from the perspective of another role.



Chapter #5: Live on Air!

Experimenting with successful teamwork activities.



Chapter #6: Feedback Loops

Measuring learnings, understandings and misunderstandings among all the members of the team.

