

# Management Communication

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LESS COMMON, LESS DESIRED

LESS COMMON, MORE DESIRED  
A.K.A. 'THE SWEET SPOT'





## The Top 10 Leadership Competencies, Grouped Into Five Themes

When 195 global leaders were asked to rate 74 qualities, these rose to the top.



SOURCE SUNNIE GILES

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### WHAT LEADERSHIP SKILLS DO YOU NEED MOST?

These competencies were voted the most important for all management positions.

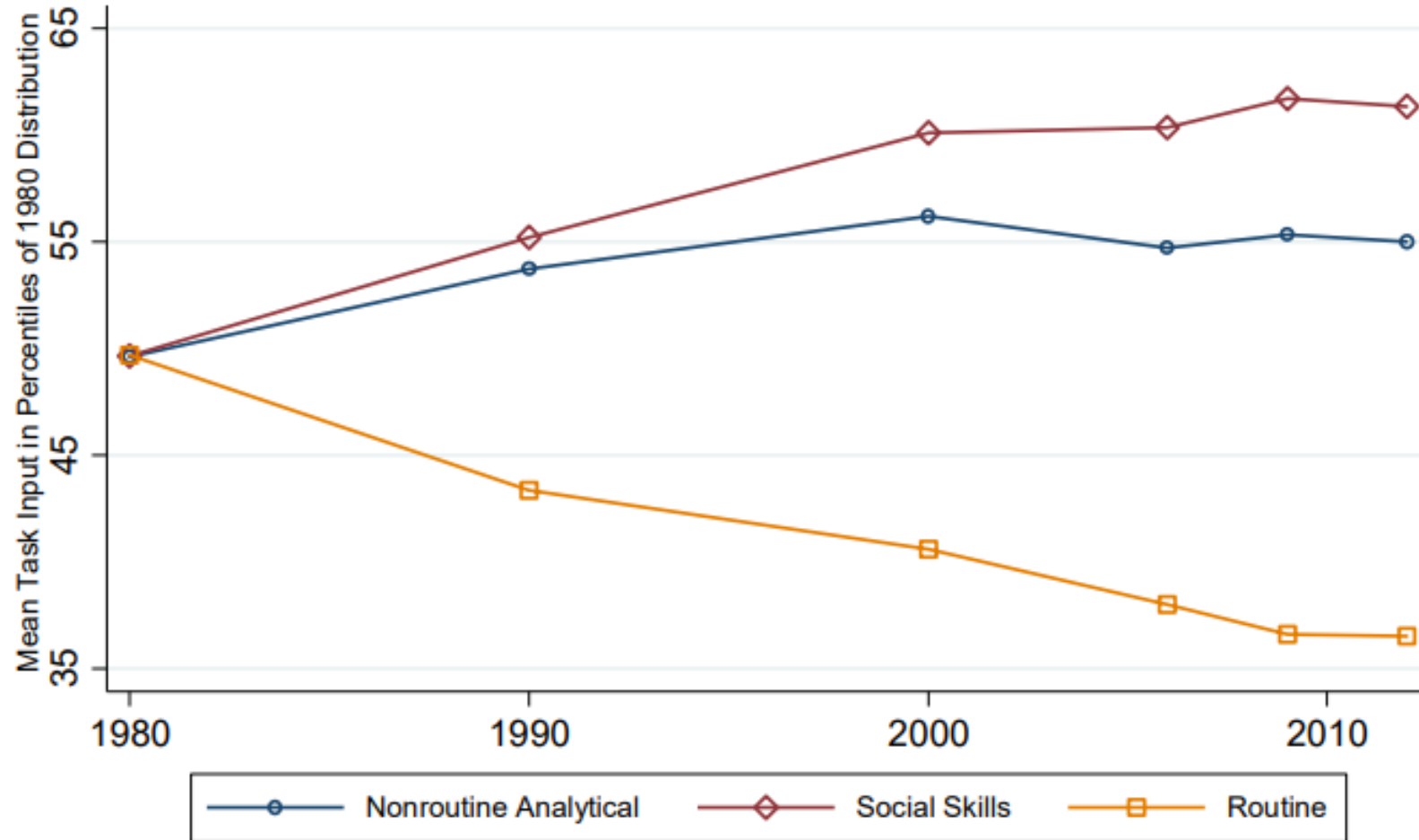


SOURCE ZENGER/FOLKMAN

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FIGURE III

Worker Tasks in the U.S. Economy, 1980-2012  
Update of Autor, Levy, and Murnane (2003) Figure 1

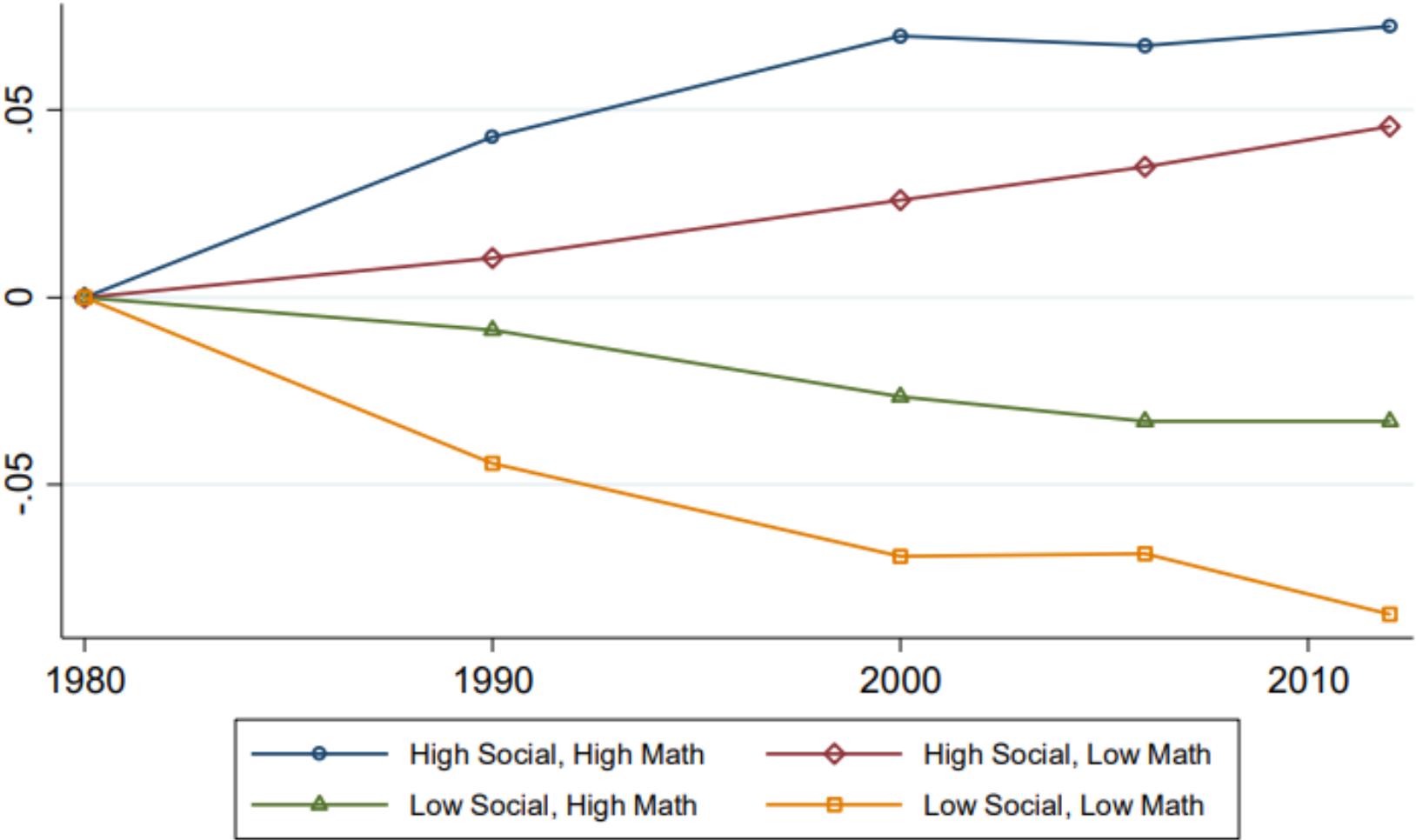


Occupational Task Intensity based on 1998 O\*NET

Sources: 1980-2000 Census, 2005-2013 ACS

FIGURE IV

Cumulative Changes in Employment Share by Occupation Task Intensity  
1980 to 2012



Occupational Task Intensities based on 1998 O\*NET

Sources: 1980-2000 Census, 2005-2013 ACS



## HOW YOU WRITE EMAILS CAN HURT YOUR CAREER

Julie Sweet is the newly appointed CEO of Accenture, with annual revenues of \$40 billion and more than 460,000 employees serving clients in 120+ countries. She says the way you write emails can hurt your career.

Sweet says investing in excellent communication skills, both face-to-face and in writing, including e-mail, would be the best investment for a professional. She adds that people underestimate the significance of investing in communication skills that are crucial to career progress. Bosses know whether their employees communicate well or not.

Sweet says that an employee who can write clear, succinct and to-the-point documents is valued, while others who can't may lose their career prospects. Sweet says she practices continuously to improve her communication skills.