

Is it time to change your organization's conversation? Ten questions:

1. Is your language often passive, or worse, defensive?
2. Are you the only one excited about your company's announcements?
3. Do statements and explanations focus on the past instead of the future?
4. Do media regularly criticize not individual companies, but your entire industry?
5. Do leaders talk about "change" but resort to old behaviors?
6. Do your words lack meaning, describe nothing and inspire no one?
7. Are employees increasingly leaving because they want "new challenges?"
8. Does management's internal discussion highlight only the problems, avoiding ideas and solutions?
9. Do messages – instead of stories – dominate?
10. Do employees feel detached from the business and their ability to achieve results?

Excerpted from Strategic Intent, Volume 2; Issue 5, "[Changing the Conversation](#)." For more information and to learn how to refresh your company's dialogue, email Edelman Change and Employee Engagement at inboxedelmanchange@edelman.com

