



Strategic Communication: Persuasion at Work

Lisa Sisco

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Johnson & Wales University professor Dr. Lisa A. Sisco's book "Strategic Communication: Persuasion at Work" provides practical guidance for improving communication skills in organizational settings. "Strategic Communication" focuses on enhancing communication through analysis, planning, and applying and executing strategic concepts in e-mails, memos, and presentations. Dr. Sisco notes that strategic communication "...should always be well planned and that it should be aligned with the larger goals of your organization." Further, Dr. Sisco emphasizes that, to become an effective communicator, you must "...see things through the eyes of your audience and through your own eyes at the same time and then learn how to reconcile the differences between those two ways of seeing." "Strategic Communication" offers fresh ways for individuals and organizations of all types to improve communication skills and become more persuasive communicators.

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