



MONDAYS *with Mike* MONDAYS

The Power of the Medium

In the GiANT International leadership development program, they spend an entire segment on the use of the proper medium to use when we wish to bring effective challenge to a situation or need with individuals. It is called The Power of the Medium.

Here is how we should assess our use of various engagement mediums for full effectiveness, or lack thereof:

Medium	How effective it will be
Social Media	5%
Text	10%
Email	15%
Phone call	35%
Video chat	70%
In-person	95%

A great skill is to know the above and their impact and then use the lower-level mediums to lay the groundwork for the In-person meeting. If your work arrangement does not allow for an In-person meeting because you work from home and are out of the geographic area, use the next level down (Video chat) and work toward that one with your preparation.

This week, when you are faced with the need to bring effective engagement to a need or challenge, refer to the above before planning your engagement action.

Have a powerful week!