

THE EXECUTIVE DIRECTOR (CEO)	THE MANAGER (GENERALLY)	THE TEAM MANAGER
Keeping the company's core narrative alive.	To make it clear to the employee what her/his job is.	To create security and clarity.
To motivate.	Evaluation of the employee's work.	To ensure clear objectives and resolve conflicts.
To set the tone/level of decency.	Show that the employee is appreciated.	To ensure the direction, assess, appreciate and communicate strategy and vision.
To be the supreme change manager.	Evaluation of the work of the department/group.	To ensure the overview.
	Communicate the organization's vision and goals.	To keep the focus on the task and wrap it up properly.
	Support.	

FIGURE 9.4
Manager's role as a communicator.