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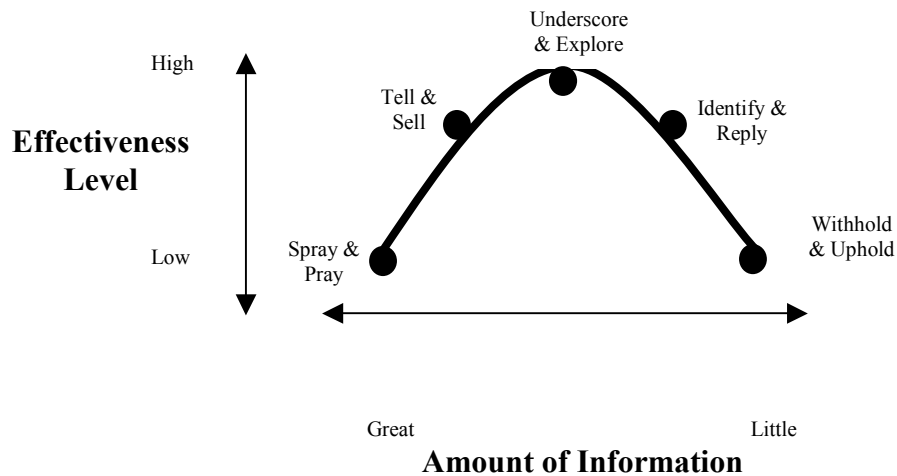
Leaders as Strategic Communicators

by

Phillip G. Clampitt; Laurey Berk; M. Lee Williams

-Figure 2-

Strategy Continuum*



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Adapted from Clampitt, DeKoch, & Cashman, "A Strategy for Communicating about Uncertainty", *Academy of Management Executive*, Winter 2000, 41- 57.