LEADING TRANSFORMATION #45:  
TRANSFORMATIONAL COMMUNICATION

We can clarify the TRANSFORMATIONAL COMMUNICATION within the context of other models.

A. TRANSMISSION MODEL of communication describes communication as a linear, one-way process in which a sender intentionally transmits a message to a receiver. This model focuses on the sender and message within a communication encounter. The receiver is more of a target or end point rather than part of an interactive process.

B. INTERACTION MODEL:  
The Interaction Model is an interactive two-way process that incorporates feedback. Participants alternate position as Sender-Receivers.

C. TRANSACTION MODEL:  
The Transaction Model is a process in which communicators generate social realities within social, relational, and cultural contexts. They communicate to create relationships, form intercultural alliances, shape self-concepts, and engage with others in dialogue to create communities. The participants in this model are simultaneously Senders and Receivers.

D. TRANSFORMATIONAL MODEL:  
Transformational Model can be defined as intentional and meaningful interactions that are geared toward mutual understanding and new coordinated actions; fueled by the shifting of perspectives, values, mindsets, and paradigms.

Unlike the Transaction Model, the Transformational Model is not only about creating communities, but more about creating new communities that are more life enriching, cohesive, and developmental in their impact.

Effectiveness of Transformational Communication is measured by the depth and extent of impact on the communicators and targeted communities. The ultimate objective is the shifting of perspectives, values and paradigms resulting in new convictions, lifestyles, and leadership actions that bring positive life-enriching change to situations.

Effective Transformational Communication leads to:

● New outlook or perspective on relevant issues.  
● Inspiration and hope for a new future.  
● Motivation for radical engagement in working toward a new future.  
● New lifestyles and leadership actions geared toward desired change.  
● Resilience in weathering the storms of oppositions and other challenges to change.  
● Persistence and relentless focus on communicating and taking actions until the desired change becomes the new culture.

In Transformational Communication, the Sender and Receiver reach agreement on meaning, and coordinate related actions toward commonly agreed impact. The desired actions in response to communication are initiated, evaluated and improved until they result in agreed upon impact. Transformational Communication therefore involves not only Feedback towards common understanding, but Evaluation of depth and scope of desired impact.

REFLECTION QUESTIONS:  
1. How strategic and effective is your communication?

2. What do you need to do to make your communication more transformational?