



Portfolio Sample – Executive Messaging Rewrite

Project Context

A mid-level HR Director at a midsize tech company (~300–500 employees) wanted to advocate for better communication practices among her peers and leadership team. She used ChatGPT to create an early draft of a leadership memo proposing communication training, but the result was vague, repetitive, and lacked voice. She requested support turning it into a strategic, compelling internal pitch.

The rewritten piece was designed for internal distribution and public-facing LinkedIn publishing as a signal of thought leadership.

Original AI-Generated Draft

In today's fast-paced and rapidly evolving workplace environment, it is crucial for leaders to focus on effective communication strategies that enhance team productivity, drive collaboration, and result in more meaningful outcomes for organizational growth. Communication is not just about sharing information. Leaders must understand that conveying messages clearly and making sure employees feel heard is a critical part of engagement strategies. In the modern workforce, especially with the emergence of hybrid and remote work arrangements, communication is more important than ever. As more and more teams are distributed across different time zones and locations, the need for clear and concise messages becomes vital. Additionally, employees expect transparency and responsiveness from their managers. When communication breaks down, it leads to confusion, reduced morale, and a decline in productivity. These are all issues that can be mitigated through strong communication.

Moreover, the tools leaders use to communicate also play a significant role in determining how effective those communications will be. There are many platforms available—email, chat apps, video conferencing, and project management tools—and selecting the appropriate one for the task is often overlooked. For example, long email chains may not be the best format for decision-making, while quick Slack messages may be insufficient for discussing sensitive topics. It's important to align the communication method with the message's urgency, complexity, and emotional weight. Furthermore, digital communication removes much of the nonverbal cues people rely on, which increases the chances for misinterpretation. Leaders should strive to develop digital body language—being aware of how tone, punctuation, and response times can shape perceptions.

Another area where leaders must improve is in active listening. Too often, communication is seen as a one-way street—leaders distribute information, and teams receive it. But truly effective leaders also listen. They ask questions, seek input, and acknowledge feedback. This builds trust, shows respect, and often leads to more innovative solutions. When employees believe that their voices are heard, they're more likely to feel invested in the success of the organization.

In conclusion, communication is not a soft skill—it is a strategic leadership imperative. As we navigate a world with continued technological advancements, global collaboration, and heightened employee expectations, leaders must adapt how they connect with their teams. Effective communication should not be an afterthought; it must be an intentional, ongoing effort to build clarity, engagement, and alignment throughout the organization.

Rewritten Final Version

Our Company Needs to Prioritize Communication in 2026

As leaders, we are constantly urged to communicate more, by advice blogs and articles, by our subordinates, and even by the outcomes of our own efforts. “If I had only communicated more on that big issue last week, everything would have been so much better.”

We understand that focusing on effective communication strategies is supposed to enhance team productivity, drive collaboration, and result in more meaningful outcomes for organizational growth. But how do we get some of that magic? How do we behave so our company, each of our divisions, gets that energy and that promised amazing output?

We’ve already all learned to share information. But effective communication is considerably different than sharing information. The central point of an engagement strategy is to convey our messages, their implications, and our guidance clearly while also making our employees feel heard...

To add to the pressure, as leaders we now must intensify our communication efforts to deal with hybrid and remote work arrangements. Our teams are now distributed across time zones and locations, and so clear and effective messages are simply vital.

Further, our employees are demanding transparency and responsiveness from our managers if we want to keep job satisfaction up and improve retention. Failing at this could leave us looking like a sinking ship as our employees flood out the door. If we manage to keep our employees, without effective communication, our employees will still suffer confusion, anger, conflict, disengagement, and work time that is diverted to complaints about our company, endless time analyzing our poor climate, and random employee solutions for improvement. All that can be avoided if we, as leaders, can reach that magical level of “effective communication.”

The mechanical issues add another layer of effort as we work to be effective in our communication: email, chat apps, video conferencing, project management tools, face to face meetings for feedback and job performance reviews. When do we use which and how to juggle all of them into one coherent message that all our employees actually hear and comprehend? And, of course it’s important to align the communication method with a message’s urgency, complexity, and emotional weight, but who has the time?

Crucially, we all should learn a “digital body language” by understanding how tone, punctuation, and response times will shape perceptions of the best developed messaging.

The essential skill of active listening is far too often missed, either by the pressure of too little time or by too little skill. Habitually, both leaders and employees see communication as

a one-way street—leaders distribute information, and teams receive it. But truly effective leaders not only listen but do so often enough and effectively enough to develop trust with their subordinates, so that when leaders ask questions and seek input, we get quality responses. Those leaders will also receive feedback and will acknowledge that feedback by acting on it. These trust-building activities show respect to our employees, which in turn builds engagement and typically leads to more innovative solutions. When employees believe that their voices are heard, they're not only more likely to feel invested in the success of the organization, but more, they feel lead by a "real leader" instead of driven by a manager. They will follow that leader and offer more cooperation, offer more slack for our human errors, and stick by that leader. Trust in a leader will get employees to walk through fire. And to get that trust, leaders need to communicate effectively.

I'm talking about communication being much much more than a soft skill. It is a strategic leadership imperative. As leaders in this organization, we are navigating between continued technological advancements, global collaboration, and heightened employee expectations. If we have not developed these skills, and we are not connecting with our teams, we are throwing away an enormous competitive advantage. We cannot continue to put effective communication low on our priority list, an afterthought. We need to change and truly develop an intentional, ongoing effort to build clarity, engagement, and alignment in every element and throughout the organization.

I absolutely feel that our biggest organizational risk is miscommunication, not tech and not talent. I am proposing leadership communication training as well as follow-on habit-changing personal coaching for ourselves, the senior leadership of this company, to practice effective communication, to develop coherent company messaging to our subordinates, and to greatly improve our own skills. I propose a goal in 2026 to significantly change communication within this company, and with that, our employees' satisfaction and our productivity.

Commentary – What Was Changed and Why

- Reorganized the structure into a persuasive memo that builds toward a specific call to action
- Elevated tone from generic to strategic, aligning with executive voice
- Reframed the piece as a leadership proposal rather than an informational blog post
- Replaced vague generalizations with direct logic and practical implications
- Added subtle emotion, urgency, and clarity of purpose