

The Communication Flywheel



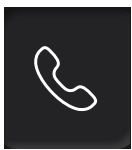
The Communication Flywheel is a simple, repeatable system that helps teams build trust, share information clearly, adapt quickly, and follow through—turning everyday interactions into a driver of alignment, clarity, and momentum.

Connect (Meaning)



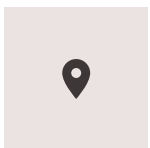
- Purpose: Build trust and psychological safety.
- Rituals: Personal Histories Exercise, check-in rounds, values-sharing.
- Frequency: Weekly or biweekly.
- Why: You can't have clear communication without human connection. This is the emotional flywheel starter.

Communicate (Message)



- Purpose: Share updates, clarify roles, surface misalignments early.
- Rituals: Daily stand-ups, structured 1:1s, team syncs.
- Tools: Clear agendas, two-way questions, asking for a receipt of understanding, giving the big picture first.
- Why: Communication becomes habitual and normalized, not just crisis-driven.

Calibrate (Meaning + Message)



- Purpose: Realign based on feedback loops and evolving context.
- Rituals: Retros, stakeholder huddles, peer feedback.
- Why: Keeps the flywheel from stalling. Encourages iteration, growth, and adaptation.

Commit (Momentum)



- Purpose: Translate insight into action.
- Rituals: Influence Map, personal action plans, mutual accountability check-ins.
- Why: Action reinforces learning. When teams commit and follow through, momentum builds.

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