



## The leadership Advance Online approach

Actors such as the Leadership Advance Online (an online magazine published by Regent University's School of Business & Leadership) underline that positive communication (giving people attention and recognition) is essential to leaders who are attempting to empower and develop people (Phillipy, T. A. 2008) and/or scholars such as the already quoted Robert A. White that underlines that "because personal and social isolation is so much a part of social passivity and exploitation, communication strategies of organization, networking, group communication, and community media are central to empowerment methods" (White, R. A. 2008).

Note: See source document for full reference.

### Applicable to:

Stakeholders: [Communication](#), [Social exclusion](#)

Disaster Phases: [Prevention](#), [Preparedness](#), [Response](#), [Recovery](#), [All disaster phases](#)

Types of Actors Concerned: [Media](#)

Hazards: [Natural hazards](#), [Man-made non-intentional hazards or emergency situations](#), [Man-made intentional hazards](#)

### Recommendations:

- [Inform citizens about the risk they may face and about possible actions and measures. they can take to reduce vulnerability and better prepare themselves](#)
- [Foster the adoption of a culture of disaster prevention and resilience by informing and motivating citizens to take action](#)
- [Use cultural factors to improve the effectiveness of disaster communication](#)

## Source

[Deliverable D7.1 "Report on literature review" \(page 34\)](#)

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