1. **Write a three to four-page synopsis of an interview that you conducted with a leader of an organization.**
2. **Include a brief biography of the person: Give the name of the leader, their company and their position and give insight to their education and work experience.**
3. **Find out their personal communication style and methods of communicating vertically and horizontally including favored channels and methods of communicating.**
4. **Discover their most common problems with communication in organization.**
5. **How does their organization use social media?**
6. **How do they communicate with their employees about policies and procedures?**
7. **How do they conduct training for their employees?**
8. **How do they recruit new employees?**
9. **Does their organization have a formal communication plan?**
10. **How do they organize and implement external advertising and Public Relations? Do they have an internal department, or do they use an advertising agency or public relations firm?**
11. **What is the importance of interpersonal communication in organizational leadership?**