

What Taylor Swift Taught Me About Communication

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Most of us know Taylor Swift as the peppy, upbeat, blonde megastar that we see all over the media. She's as ever present on the radio as she is in the front row at the awards shows, standing and dancing to every single song that is played.



But what most people don't know is that Taylor is also a master communicator.

Even though I wasn't really a fan of her music, I had to admit that most of her big hits were pretty catchy. And I was pretty impressed by her seemingly flawless image. But then I saw an [in depth report](#) on her that really blew me away.

Most young stars are surrounded by scores of handlers. People telling them what to do, where to go, and scariest of all – who to be. It's no wonder that so many of them end up going off the deep end. But here was a young twenty-something who not only defied every stereotype but who was totally on top of her game. She personally and successfully leads a massive organization of hundreds of staff and millions of fans – something that can only be done with great leadership and excellent communication skills. All of us who lead large organizations could learn a thing or two from her impressive example. Here are 3 huge communication lessons:

1. **She protects her brand** – Taylor is personally involved in all major decisions that reflect her brand. She approves all the pictures, the posters, the set and costume designs, the license deals and all of her appearances. She makes sure that no one misrepresents her or what she stands for. That's why you see

such incredible consistency from her year after year. Her effort results in a brand that communicates integrity, excellence and stability.

2. **She takes care of her team** – It's easy as leaders to fall into the trap of thinking that it's our staff's job to take care of us. But Taylor flips that on it's head by devoting herself to serving and taking care of her team. She builds in regular days off. She makes sure they get quality time with their families and plenty of rest. She rewards them with above average compensation and thoughtful gifts. She creates great experiences for them that bond them together and make them want to come back and work with her tour after tour. Her dedication to them communicates appreciation and lets them know they are highly valued.
3. **She makes herself available to her tribe** – At her level there's no way to physically touch every person that follows her. But she makes every effort to touch as many as she can. In fact she's very strategic about it, investing different levels of time and engagement with the different levels of her followers. For the masses (read congregation) she uses social media to communicate with the millions (over 54 million and counting) of fans that follow her. She doesn't staff it out, but instead does it herself, revealing her personality, her struggles, her victories – inspiring those that look up to her. For her above average followers (read volunteers) she provides meet 'n greets before every concert, sometimes spending several hours making sure she talks to each one who shows up. For her most devoted or highest level fans (read leaders) she goes out of her way to invest in them. She's famous for responding to them personally via social media, or surprising them with phone calls or [in person visits](#). On birthdays and holidays she's been known to send them personalized gifts, signed merchandise, personal notes, etc.... This communicates humility and gratitude and lets them know that she knows she couldn't do it without them.