

Part 1

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Mastering Communication for Effective Leadership

Why communication matters in leadership

- Communication is the foundation of leadership.
- It shapes team dynamics, decision-making, and overall success.
- Clear communication fosters trust, engagement, and motivation.





The Impact of Clear Communication

- Increased productivity and efficiency.
- Reduced misunderstandings and conflicts.
- Improved decision-making through diverse perspectives.
- Stronger team spirit and a sense of belonging.

Pitfalls to avoid

- Lack of clarity and conciseness in messages.
- Poor listening skills and interrupting others.
- Micromanaging and not delegating effectively.
- Unprofessional or insensitive communication.
- Failing to adapt communication style to the audience.

The Power of Active Listening

- Active listening involves giving someone your full attention.
- It requires focusing on both verbal and nonverbal cues.
- Reflect and paraphrase to ensure understanding.
- Ask clarifying questions to show genuine interest.



Benefits of Active Listening

- Builds trust and stronger relationships.
- Encourages open communication and idea sharing.
- Helps identify and resolve problems more effectively.
- Fosters a culture of collaboration and teamwork.



Practice Makes Perfect: Active Listening Techniques

- Maintain eye contact and open body language.
- Minimize distractions (silence phone, avoid



Tailoring Your Communication Style

- Consider your audience's background and knowledge level.
- **Adjust** your communication style for formal vs. informal settings.
- Use clear and concise language, avoiding jargon.
- Be mindful of cultural sensitivities and communication norms.

Power of Non-Verbal Communication

- Nonverbal cues can reinforce or contradict your words.
- Maintain eye contact, confident posture, and positive facial expressions.
- Be mindful of nervous gestures and filler words ("um," "like").
- Project your voice clearly and with appropriate volume.



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The Art of Feedback

- Feedback should be specific, actionable, and timely.
- Focus on behavior, not personality.
- Offer constructive criticism and suggestions for improvement.
- Create a safe space for open dialogue.



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Recap so far...

- Summarize the key points of your presentation.
 - Don't get tangled
 - Emphasize the importance of clear communication for leadership success.
 - Encourage the audience to actively practice the discussed communication techniques.
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- Questions so far?



Asking Powerful Questions

- Powerful questions unlock needs, challenges, and solutions.
- They guide conversations, promote deeper understanding, and drive effective decision-making.
- Consider the analogy of successful salespeople – they ask questions, listen, then provide solutions.

Identifying Needs through Questions

- **Activity**
 - Break into pairs or trios
 - One person takes on the role of a leader, the other a team member.
 - The leader has a specific goal in mind (e.g., increasing team productivity by 10%).
 - The leader's challenge is to uncover the team member's needs and challenges related to productivity **without** directly stating the goal.
 - The leader can only use open-ended questions to guide the conversation.
 - After a few minutes, switch roles and repeat.



Types of Powerful Questions

- Open-ended questions: Encourage detailed responses (e.g., "What are your biggest challenges with this project?").
- Clarifying questions: Ensure understanding (e.g., "Can you elaborate on what you mean by that?").
- Probing questions: Dig deeper and uncover root causes (e.g., "Why do you think that's happening?").



How could we...
Describe for me...
What are some...
Powerful ?s

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Crafting Powerful Questions

- **ACTIVITY**
 - Present a real-world scenario relevant to your audience (e.g., motivating a team member who seems disengaged).
 - Challenge participants to brainstorm open-ended, clarifying, and probing questions a leader could ask to understand the situation and identify potential solutions.
 - Facilitate a group discussion on the different types of questions generated.

Reflection

- Communication is:
 - Two Way Street
- Must haves
 - Clear messaging
 - Powerful Questions
 - Active **Listening AND Validation**





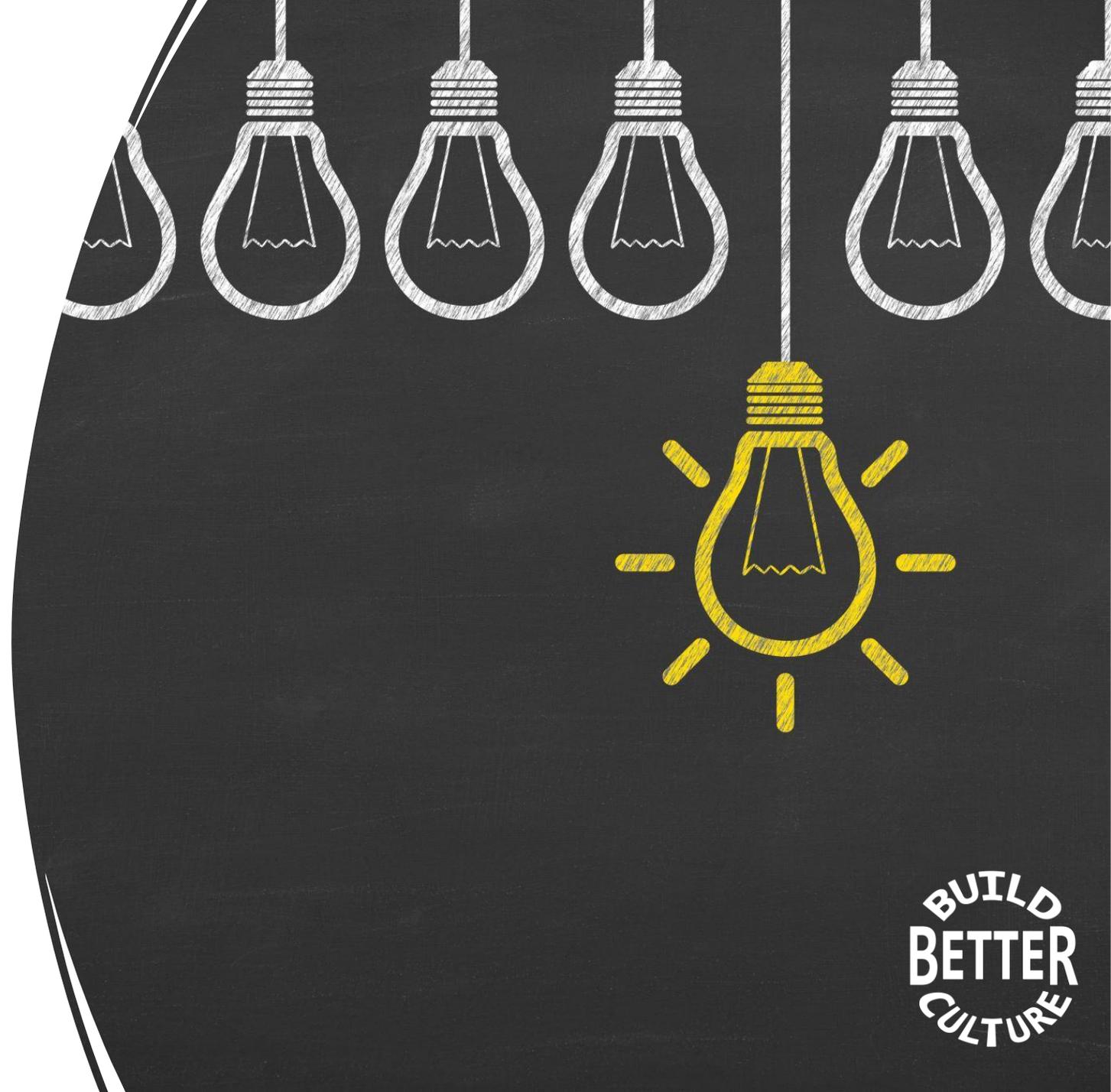
Call to Action!

- **Challenge yourself:** Seek opportunities to practice clear communication and asking powerful questions.
- **Become a role model:** Lead by example
- **Invest in continuous learning:** Communication is a skill that can always be improved. Explore resources and workshops to refine your communication skills. (look in the mirror)

SMART Goals

- Provide a clear roadmap for success.
- Ensure everyone is on the same page and working towards a common objective.

- **Specific**
- **Measurable**
- **Achievable**
- **Relevant**
- **Time-bound**



The Power of Specific Goals

- Specific goals clearly define what needs to be achieved.
- Avoid vague statements; use precise language.
- Example: "Increase website traffic by 20%" vs. "Improve website performance."

Making Goals Measurable

- Measurable goals allow us to track progress and assess success.
- Define clear metrics to quantify achievement.
- Example: "Reduce customer support response time by 1 day."

Achievable Goals: Striking the Right Balance

- Achievable goals challenge us but remain attainable.
- Consider available resources, time constraints, and skill sets.
- Unrealistic goals can lead to discouragement and demotivation.



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Importance of Relevant Goals

- Relevant goals align with the team's overall objectives and the organization's mission.
- Ensure goals contribute to the broader strategic vision.

Time-Bound Goals: Setting Deadlines

Time-bound goals establish a clear deadline for achievement.

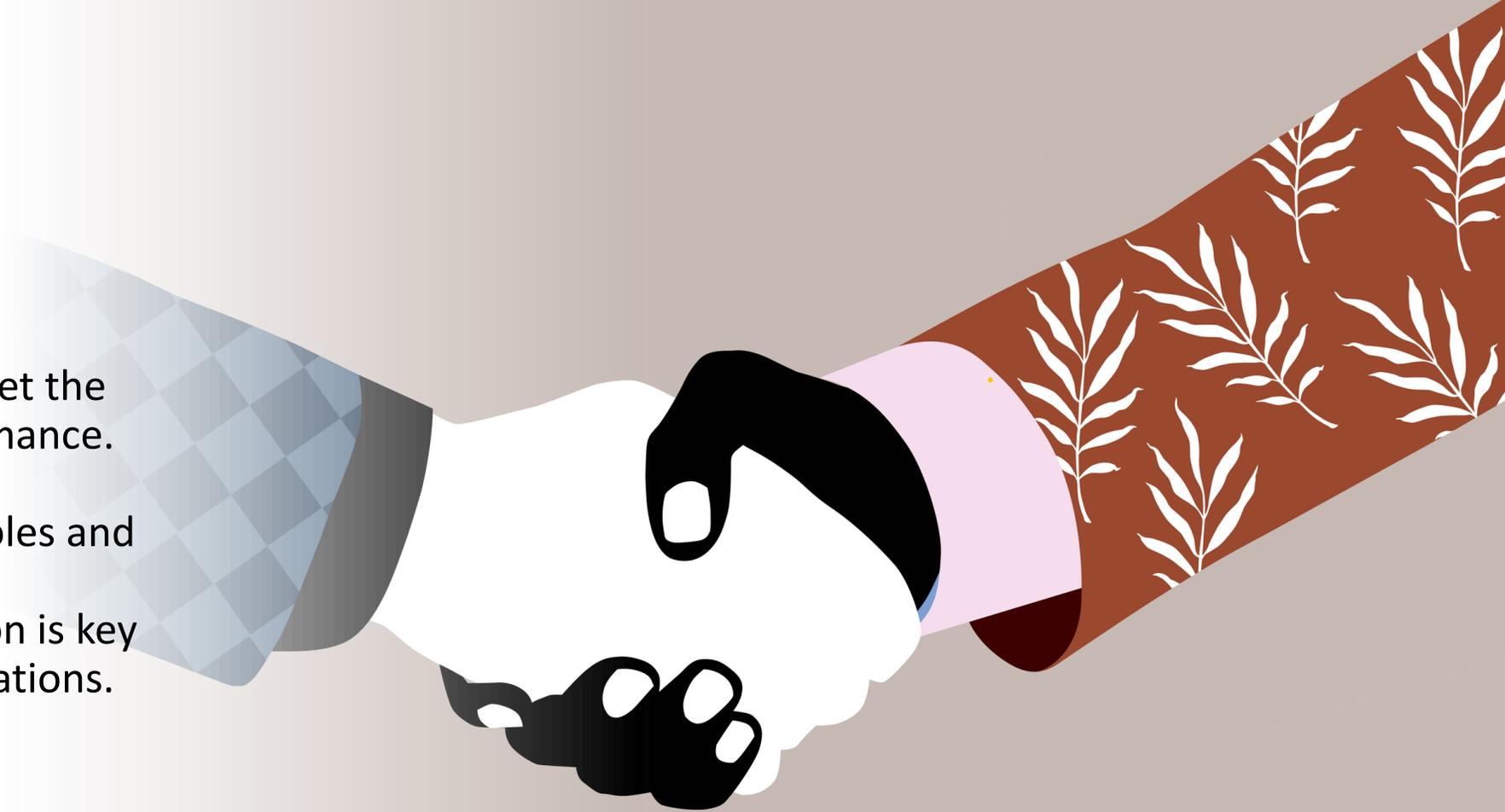
Creates a sense of urgency and promotes accountability.

Example: "Launch the new product by Q4 2024."

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Setting Expectations

- Clear expectations set the standard for performance.
- Ensure everyone understands their roles and responsibilities.
- Open communication is key to managing expectations.



The Power of Effective Meeting Agendas



- Effective meeting agendas keep discussions focused and productive.
- Clearly define the meeting objective, topics, and desired outcomes.
- Allocate time for each agenda item and stick to the schedule.



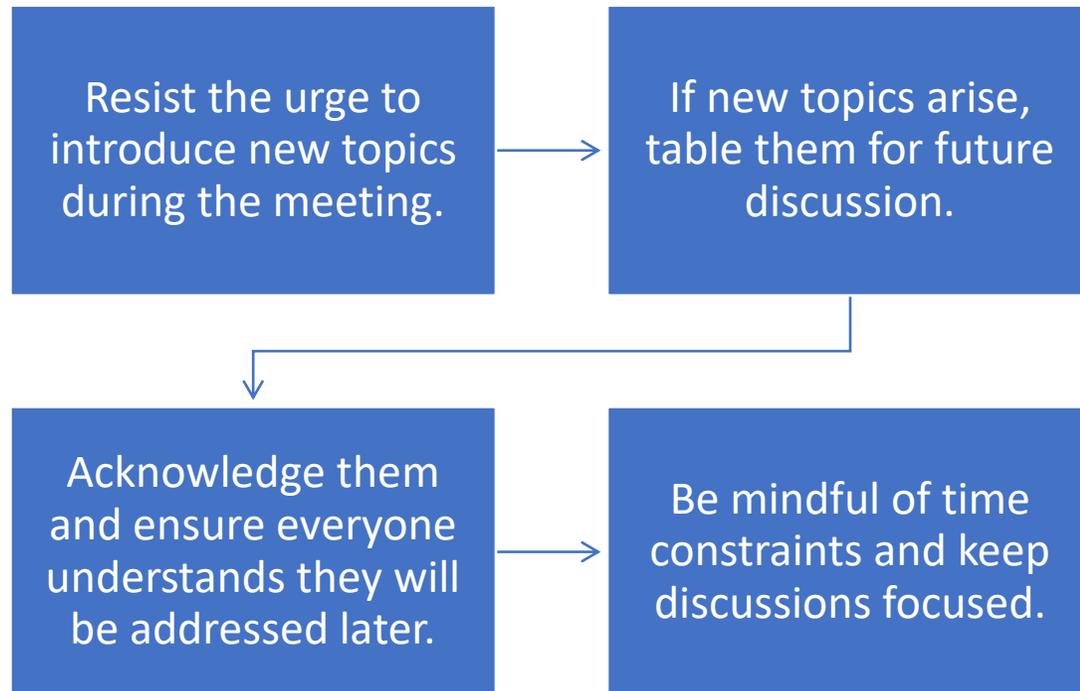
Crafting Compelling Meeting Agendas

- Start with the meeting **objective**: What do you want to achieve?
- List discussion **topics** and desired **outcomes** for each.
- Allocate realistic **timeframes** for each agenda item.
- Include any necessary documents or materials for reference.

Agenda Input from Participants

- Encourage participants to suggest agenda items.
- Demonstrates inclusivity and fosters a sense of ownership.
- Review and prioritize suggested items based on relevance.

Sticking to Agendas



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Achieving Success

- Clear communication is the foundation for setting SMART goals and expectations.
- By following these frameworks, you can ensure everyone is on the same page and working towards a common objective.
- Effective communication fosters collaboration, boosts accountability, and leads to achieving goals.

Practice #1 – Feedback Sandwich

- **Scenario:** A manager needs to provide constructive criticism to a team member about their tendency to miss deadlines.
- Divide into Pairs/Trios – Manager vs. team
- Discuss Team tendency to miss deadlines
- Rules:
 - Start with a Positive (recent accomplishments)
 - Give Constructive Feedback –Be clear about issue
 - Ask for suggestions on how to resolve, and make suggestions
 - End on Positive note, with confidence they can achieve more

Feedback Sandwich results?

- How did this technique help deliver message?
- What's challenging about providing Constructive Criticism?
- How do we incorporate Active Listening in this?



Practice #2 – Elevator Pitch

- Scenario: An employee has a limited time to convince a manager about their new idea.
- Divide into Pairs/Trios – Manager & Employee
- Employee has 30 seconds to deliver an “elevator pitch” – a concise and compelling summary of their business idea – to convince the Manager to approve.
- Manager asks clarifying questions
- Decide after 30 seconds to move forward or not
- Switch



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Elevator Pitch Results

- Debrief
 - Why did you approve or not?
 - How did Employee choice of language/tone affect outcome
 - How did manager's listening skills come into play out? Did they appear to be actively engaged?

To do

- One thing you learned
- One thing you'll start or stop doing
- When you're going to do it (or stop doing it)