

# Leading Through Effective Communication

# Our Opportunity – Self-evaluation

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- Developing “openness” by communicating trust



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- Developing “openness” by communicating trust
- Believing in our team



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- Believing in our team
- Commitment to team, goal



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- Success without ego
- Communicating as a Leader



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- Developing “openness” by communicating trust
- Believing in our team
- Commitment to team, goal
- Success without ego
- Communicating as a Leader

How do leaders talk to teams?





# Leading All Communications - Storytelling

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“I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.” - Maya Angelou



# Leading All Communications - Storytelling

People don't care what  
you know until they know  
that you care!

# Storytelling - The Template

Images courtesy of WC [Public domain],

# Storytelling - The Template

- Describe what you observed





# Storytelling - The Template

- Describe what you observed
- Describe the characters



Images courtesy of WC [Public domain],



# Storytelling - The Template

- Describe what you observed
- Describe the characters
- Conversation – what was said?



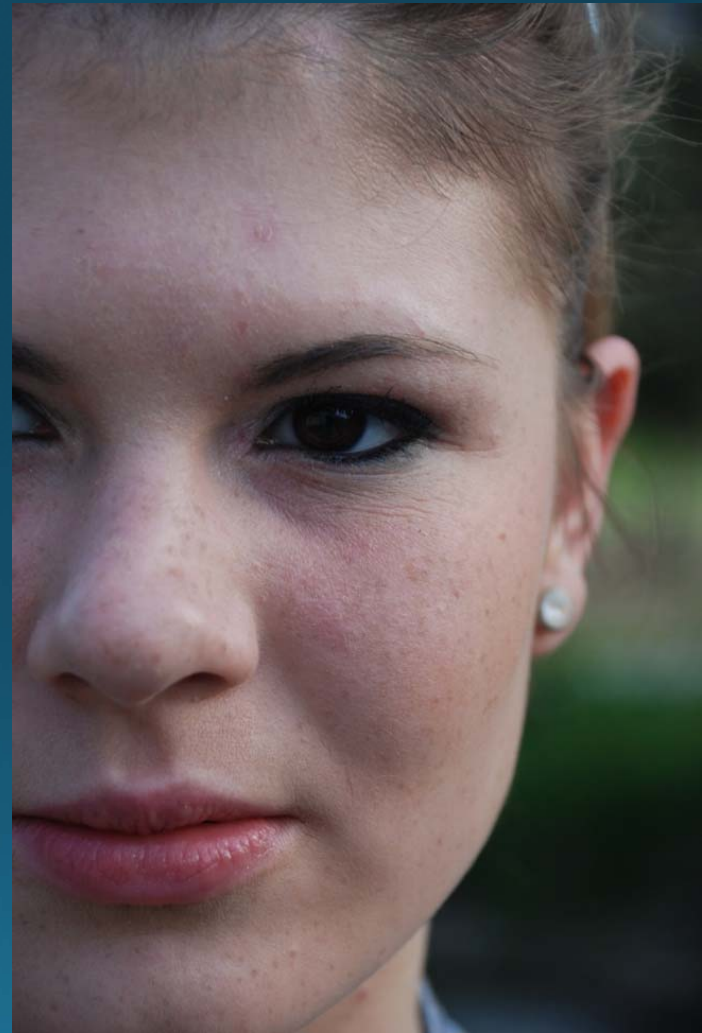
# Storytelling - The Template

- Describe what you observed
- Describe the characters
- Conversation – what was said?
- Describe the “drama”



# Storytelling - The Template

- Describe what you observed
- Describe the characters
- Conversation – what was said?
- Describe the “drama”
- Live the emotion – feel?
- Bottom line ?



Images courtesy of WC [Public domain],

# Storytelling - The Template

- Describe what you observed
- Describe the characters
- Conversation – what was said?
- Describe the “drama”
- Live the emotion – feel?
- Bottom line ?



# Picture Illustration



# Picture Illustration

- What story?



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# Picture Illustration

- Now what story?



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# Picture Illustration



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# Communications Fosters Trust



- 5 Critical Steps



Communications Fosters  
Trust

- 5 Critical Steps
- Commitment to Trust



Communications Fosters  
Trust

- 5 Critical Steps
- Commitment to Trust
- What Will You Do?



Communications Fosters  
Trust





# 1. Be Real, Be Open

# Who Am I?

# Who Am I?

- Real personality



# Who Am I?

- Real personality
- What do I communicate?



# Who Am I?

- Real personality
- What do I communicate?





# Communicating YOU!

# Communicating YOU!

- Open



# Communicating YOU!

- Open
- Ask for Feedback, then listen



# Communicating YOU!

- Open
- Ask for Feedback, then listen
- Communicate advice kindly



# Communicating YOU!

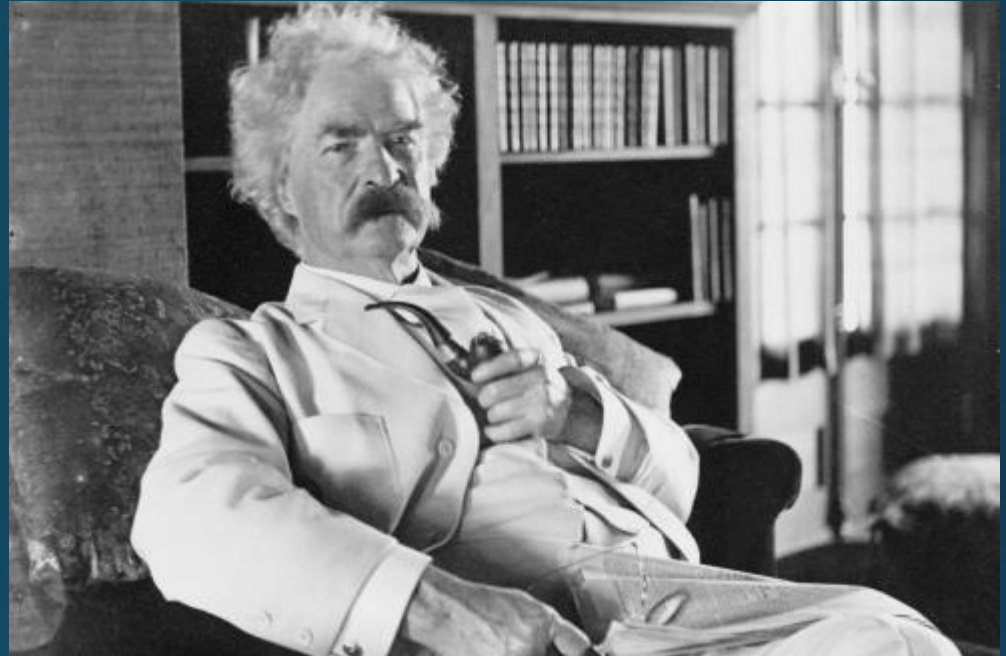
- Open
- Ask for Feedback, then listen
- Communicate advice kindly
- “Golden Rule”





# 2. Be Honest

If you tell the  
truth, you don't  
have to  
remember  
anything.  
Mark Twain



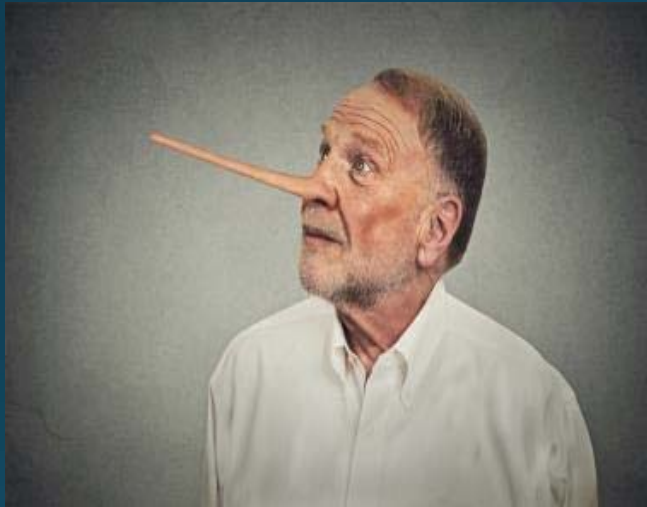
## 2. Be Honest

# In Meetings ...

- Give respect by listening



# In Meetings ...



- Give respect by listening
- Earn respect with honesty

# In Meetings ...



- Give respect by listening
- Earn respect with honesty
- Accurate, truthful results



# In Meetings ...



- Give respect by listening
- Earn respect with honesty
- Accurate, truthful results
- Never fudge

# In Meetings ...



- Give respect by listening
- Earn respect with honesty
- Accurate, truthful results
- Never fudge
- Be Open and Share

# Steps to Honesty

Ask yourself ...

Reflect on negative  
tendencies...

# Steps to Honesty

Ask yourself ...

- “Do I tell the truth – ALWAYS?”

Reflect on negative tendencies...

# Steps to Honesty

Ask yourself ...

- “Do I tell the truth – ALWAYS?”

Reflect on negative tendencies...

- “Do I manipulate facts or people?”



# Steps to Honesty

## Ask yourself ...

- “Do I tell the truth – ALWAYS?”
- “Do I always use easy to grasp language?”

## Reflect on negative tendencies...

- “Do I manipulate facts or people?”

# Steps to Honesty

## Ask yourself ...

- “Do I tell the truth – ALWAYS?”
- “Do I always use easy to grasp language?”

## Reflect on negative tendencies...

- “Do I manipulate facts or people?”
- “Do I spin the truth?”

# Steps to Honesty

## Ask yourself ...

- “Do I tell the truth – ALWAYS?”
- “Do I always use easy to grasp language?”
- “Do I demonstrate my commitment to vision?”

## Reflect on negative tendencies...

- “Do I manipulate facts or people?”
- “Do I spin the truth?”

# Steps to Honesty

## Ask yourself ...

- “Do I tell the truth – ALWAYS?”
- “Do I always use easy to grasp language?”
- “Do I demonstrate my commitment to vision?”

## Reflect on negative tendencies...

- “Do I manipulate facts or people?”
- “Do I spin the truth?”
- “Do I leave misleading impressions?”



## 3. Be Committed



Am I Committed to ...  
everything?

1. Lose the EGO



Am I Committed to ...  
everything?

1. Lose the EGO
2. Do as you said you would



Am I Committed to ...  
everything?

1. Lose the EGO
2. Do as you said you would
3. "Drink the Kool Aid"



Am I Committed to ...  
everything?

# Communicating NO Commitment



# Communicating NO Commitment

- Skipping important meetings



# Communicating NO Commitment

- Skipping important meetings
- Phone screening



# Communicating NO Commitment

- Skipping important meetings
- Phone screening
- Betraying confidences



# Communicating NO Commitment

- Skipping important meetings
- Phone screening
- Betraying confidences
- Half truths on broken commitments



# 4. Be Humble



“A humble person is more concerned about what is right than being right... about acting on good ideas than having good ideas...”  
Stephen R.M. Covey, “The Speed of Trust”

## 4. Be Humble

# Why Be Humble?

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Humility is the solid foundation of all virtues.

~ Confucius

# Communicating Humility

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- From heart – What do I believe? Am I telling it that way?





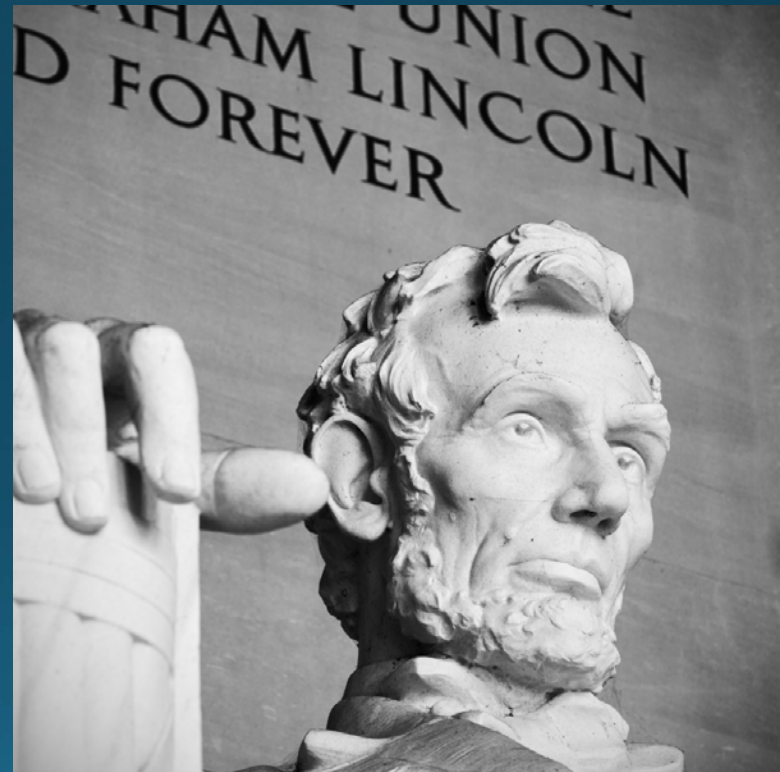
# Communicating Humility

- From heart – What do I believe? Am I telling it that way?
- Be Inclusive - Could I tell this to anyone else on my team or am I creating division?



# Communicating Humility

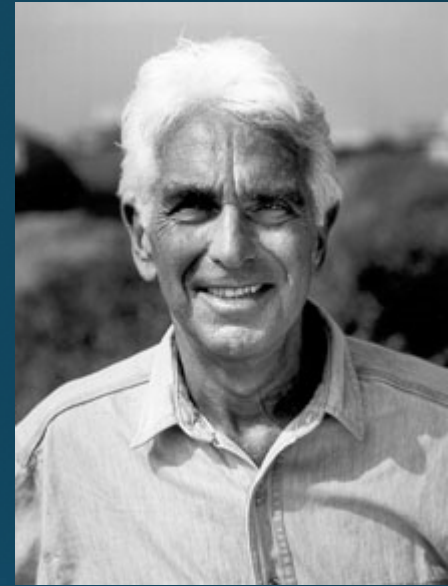
- From heart – What do I believe? Am I telling it that way?
- Be Inclusive - Could I tell this to anyone else on my team or am I creating division?
- Am I concerned with what is right or being right?



# 5. Be “Leaderly”

“Leaders are people who do the right thing; managers are people who do things right.”

Dr. Warren G. Bennis



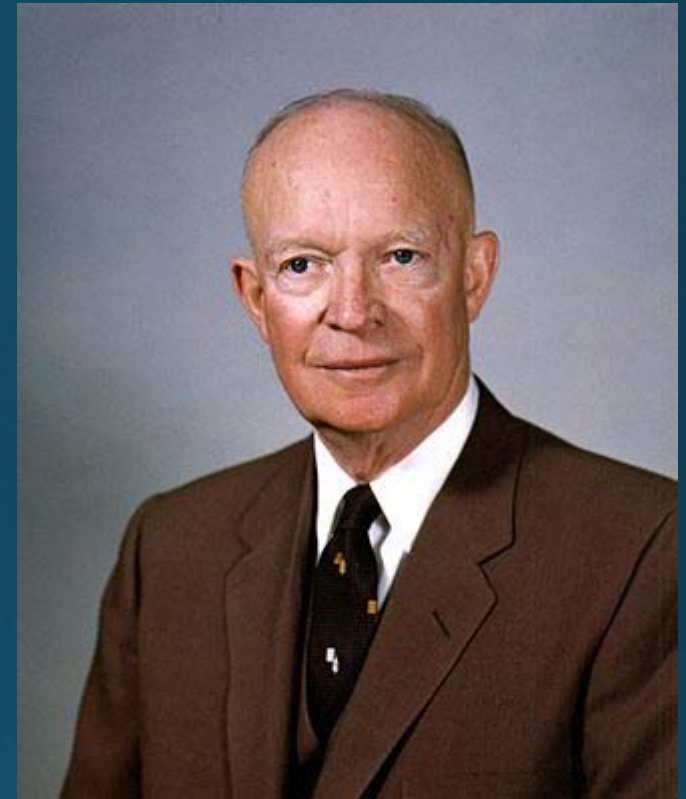
## 5. Be “Leaderly”

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“Leadership is the art of getting someone else to do something you want done because he wants to do it.” – Dwight D.

Eisenhower



## 5. Be “Leaderly”

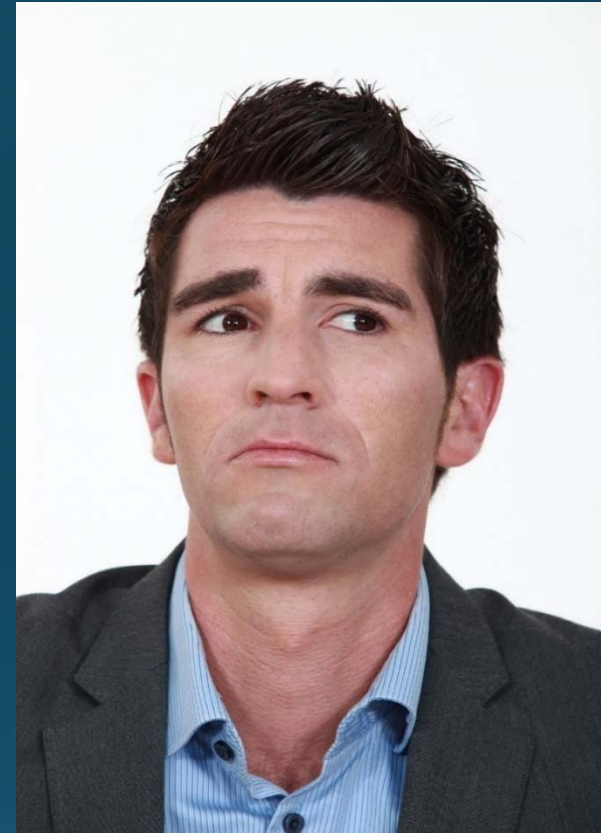


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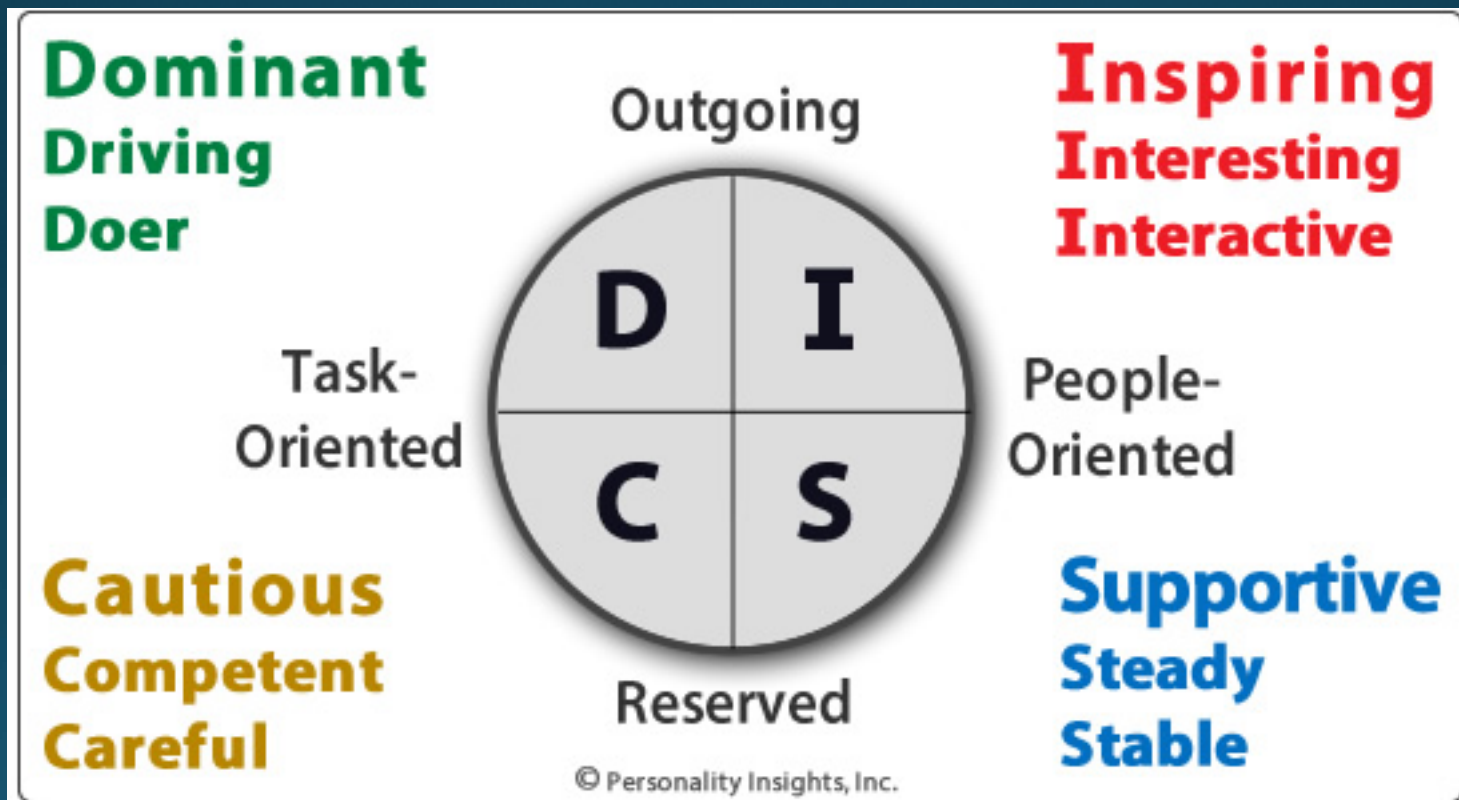
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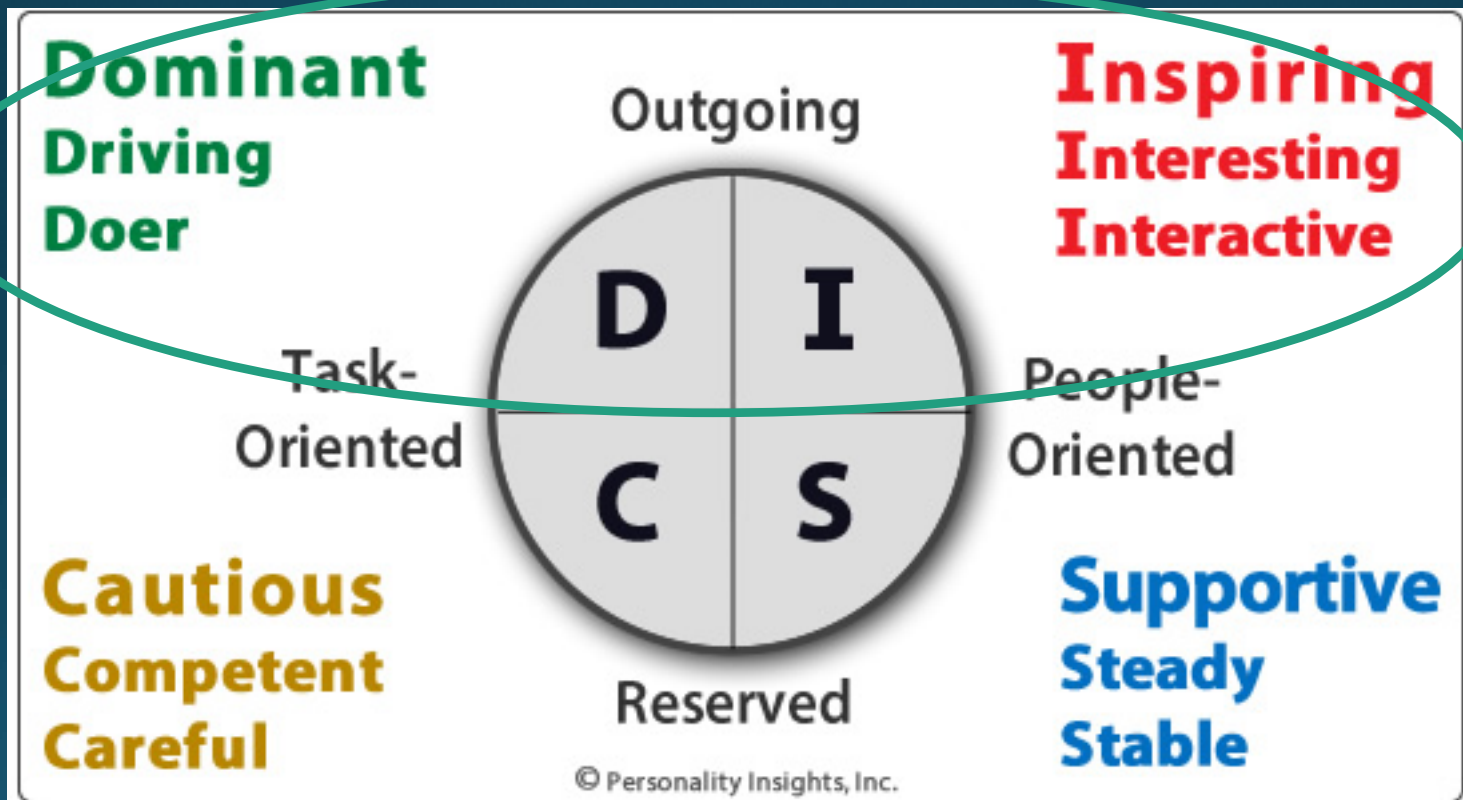


## 5. Be “Leaderly”

# Leadership Styles

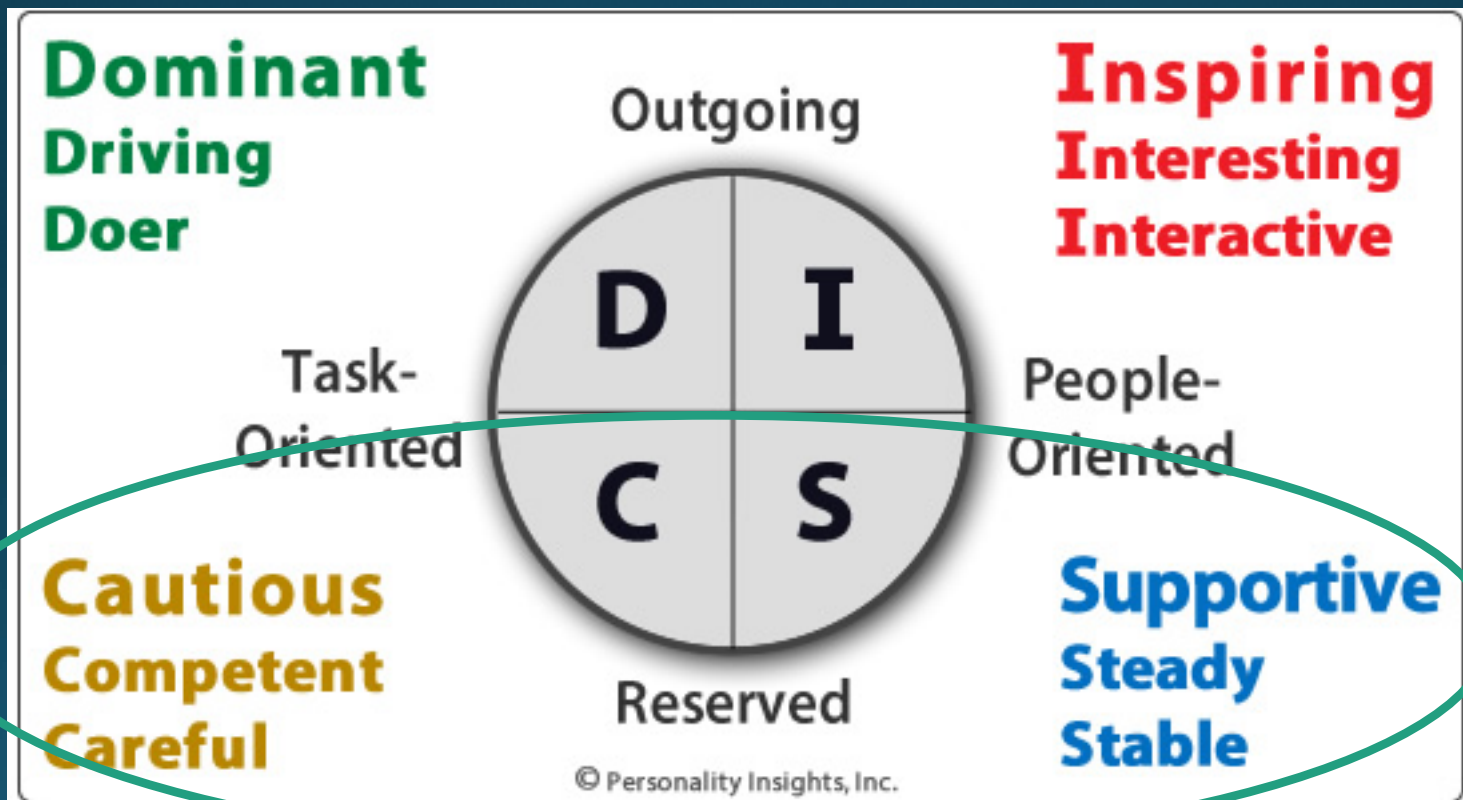


# Leadership Styles

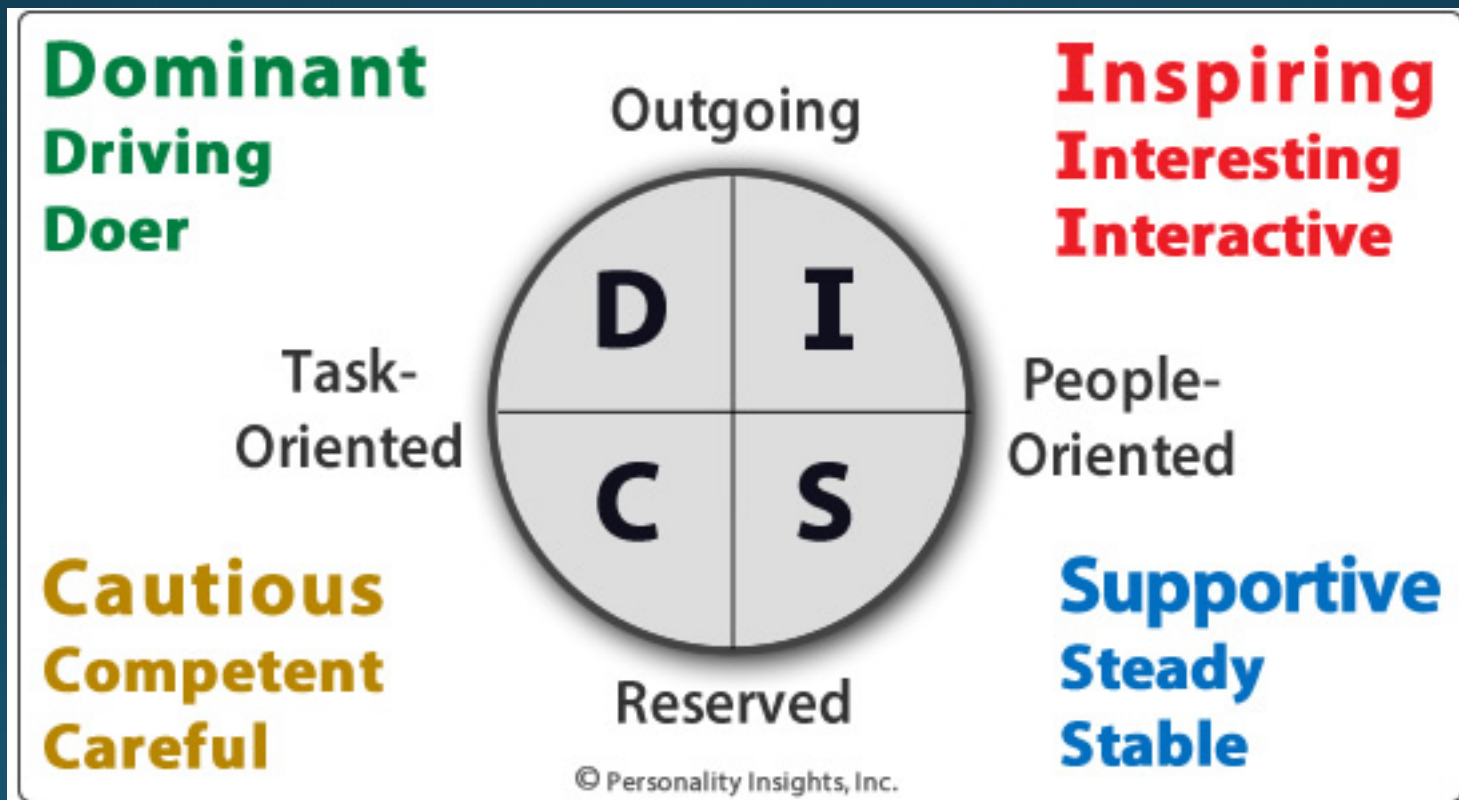




# Leadership Styles



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# How Can I Become More Leaderly? Change All Encounters

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- Commend First

# How Can I Become More Leaderly? Change All Encounters



- Commend First
- Listen more than Speak

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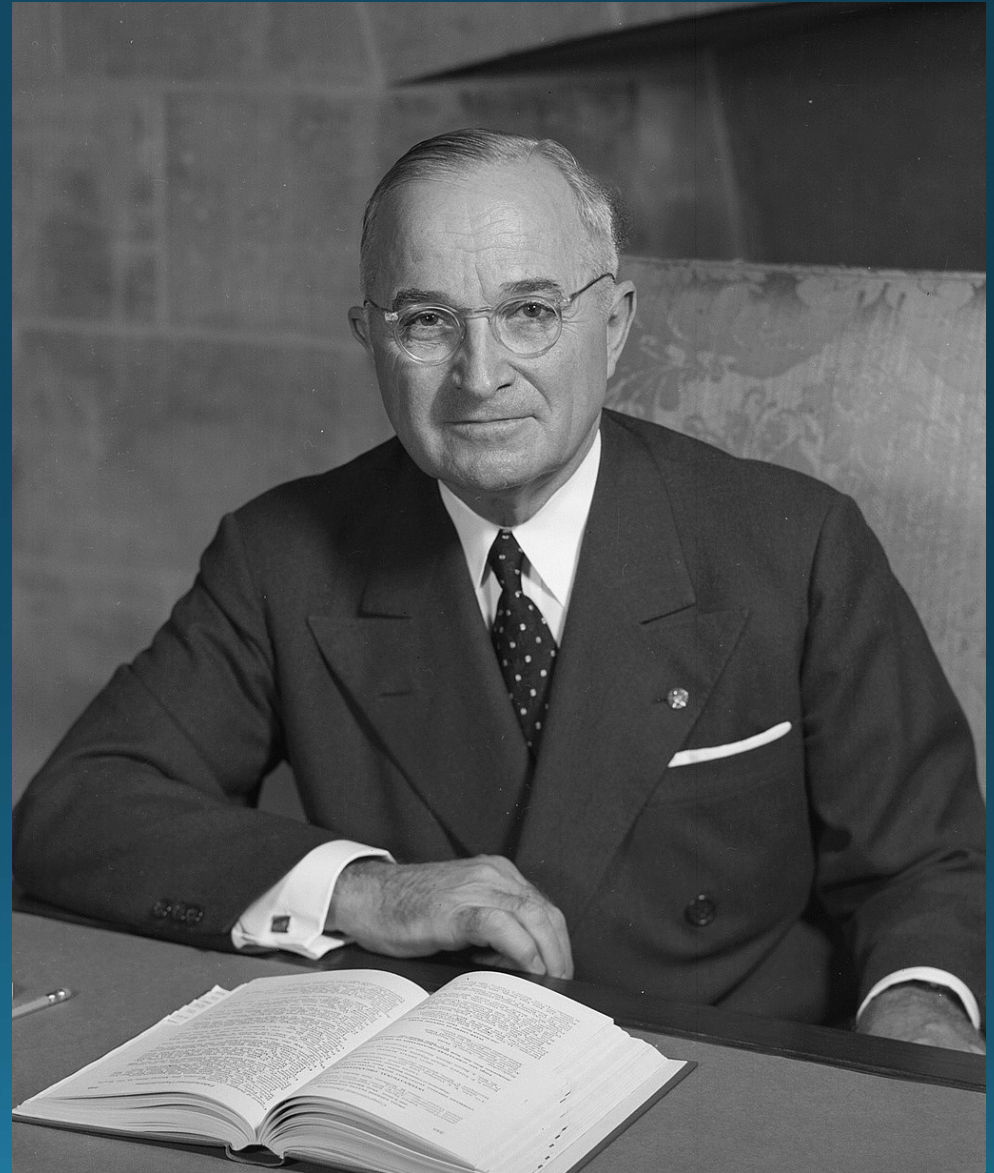
- Commend First
- Listen more than Speak
- Be Honest
- Clear Hope and Direction

“Leaders Are Dealers in Hope”



# How Can I Become More Leaderly? Change All Encounters

“Be willing to make decisions ... Don't fall victim to what I call the ready-aim-aim-aim syndrome. You must be willing to fire.” Harry S. Truman





# Commitment to Open Communications



# Commitment to Open Communications

- Communications Destroys Resistors



# Commitment to Open Communications



# Commitment to Open Communications

- Communications Destroys Resistors
- Takes Courage



# Commitment to Open Communications

- Communications Destroys Resistors
- Takes Courage
- What Will It Require of Us?

# Commitment to Open Communications

- Communications Destroys Resisters
- Takes Courage
- What Will It Require of Us?

The people, when rightly and fully trusted,  
will return the trust. ~ A. Lincoln