



# LEADERSHIP AND COMMUNICATION

Name  
Club

# WHAT IS COMMUNICATION?

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The exchange of ideas and thoughts between individuals

...through speech, writing or action

...to reach common understanding

...toward mutual goals



# OBJECTIVES

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- Types of Communication
- Identify Communication Challenges
- How to Communicate Change
- Understand and Practice Reflective Listening Skills

# TYPES / METHODS OF COMMUNICATION

- What are the various types or methods we use to communicate?

Verbal

Written

Non-Verbal





With all of these communication options - why is communicating so challenging?



- Different Methods
- Different Learning Styles
- Different Levels of Motivation

# COMMUNICATION BREAKDOWN

①

What the speaker means



②

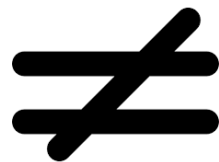
What the listener thinks the speaker means

③

What the speaker says/**writes**

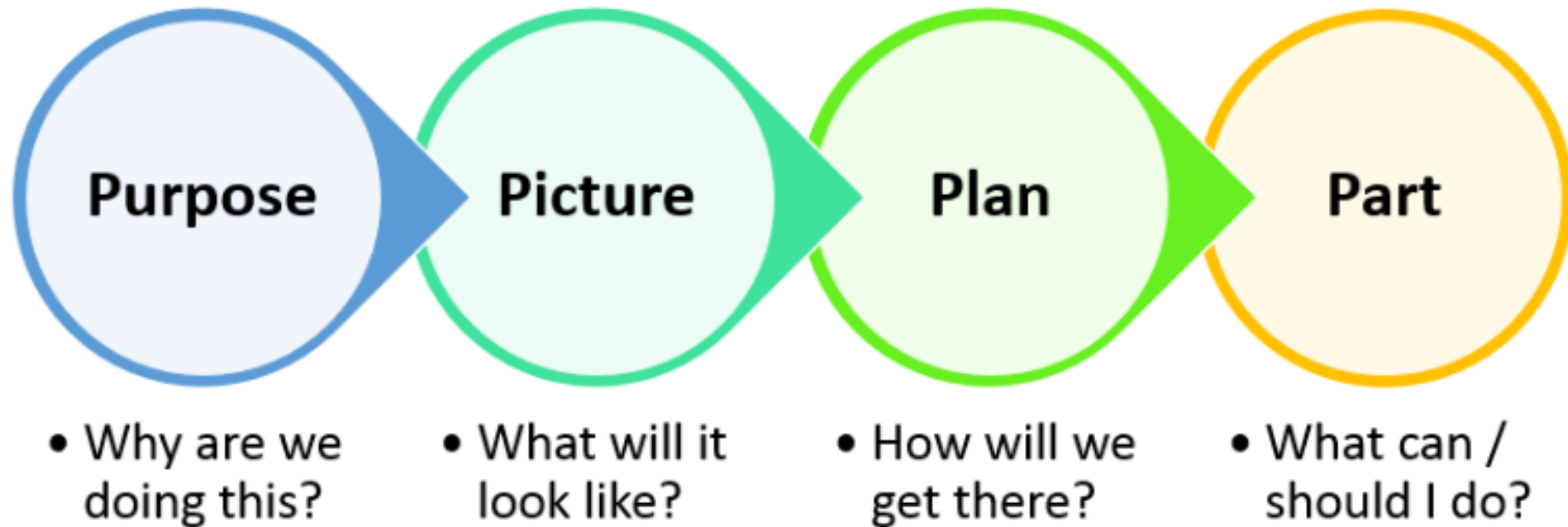
④

What the listener hears/sees  
**or**  
**understands**





# 4 P'S OF COMMUNICATING CHANGE





# REFLECTIVE LISTENING IS:

A **communication strategy** involving two key steps:

- ▶ **seeking** to understand a speaker's idea, then
- ▶ **offering** the idea back to the speaker to confirm the idea has been understood correctly

Listening  
to hear  
not  
listening  
to speak.

# REFLECTIVE LISTENING

Two methods to use:

**Simple** - Repeat or rephrase

**Complex** - Reflections of meaning  
and feeling

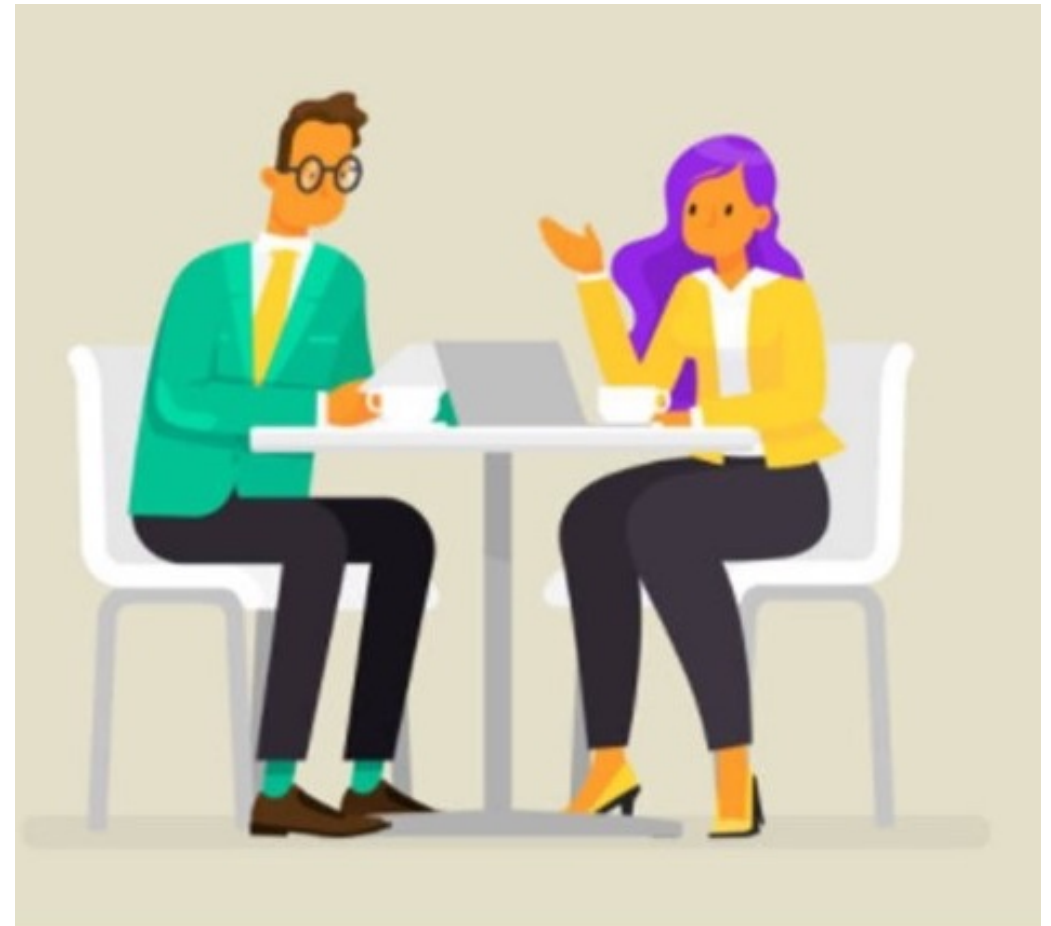


Tell Me More

Reflective Listening affirms to the speaker that they are being: **Heard, Seen, Understood**

# THE ART OF REFLECTIVE LISTENING


- Presence - Undivided attention
- Patience
- Eyes, ears, and heart - use all senses
- Acceptance and non-judgment
- No interruptions
- Silence - Inside and Out
- Curiosity
- Encouragers
- Reflections and Summaries





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# POWER OF REFLECTIVE LISTENING

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No Advice

Open-Ended Questions

Use Affirmation

WHAT is YOUR Rotary  
passion and Why?



# REFLECTION

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What did you learn?

What impacted you?

Any challenges?

Any surprises?

# PUTTING IT ALL TOGETHER

How can you improve the effectiveness of your communication in regards to your Club?





# YOUR PERSONAL GOALS TO



- Positively affect communication in the coming year
- Improve your own communication skills
- What action steps will you take?



*Thank you*

**PLEASE COMPLETE YOUR EVALUATION**