

# LEADERSHIP AND COMMUNICATION

# Session Objectives

- Understand why communication is important
- Identify ways to increase communication
- Understand pitfalls of communication
- Identify and practice Reflective Listening Skills



# Why is communication so important?



# Why Is Communication So Important?

- Vision and Mission
- Organization
- Buy-in
- Two Way Communication
- Share Rotary
- Continuity
- Unexpected
- Teamwork

**WHY**

# FOUR STRATEGIC PRIORITIES ...

Increase  
our impact.

Expand  
our reach.

Enhance  
participant  
engagement.

Increase our  
ability to adapt.

# How is communication increased?

What is going well?

What would you like to improve?

How will you measure successes?



# How are you going to increase communication?

- Communication tools
- Engage your members
- Club culture
- Beyond the podium



# Communication in action





# Communication Can Be Challenging

What the speaker means

1



SPEAKER

2

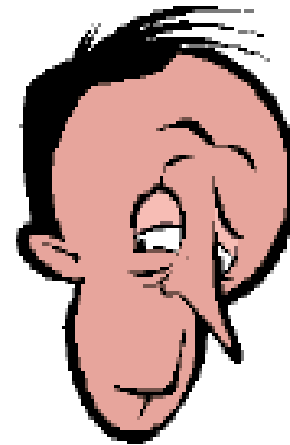
What the speaker says

3

What the listener hears

4

What the listener thinks the speaker means



LISTENER

**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

**Simple-** repeat or rephrase

**Complex-** Reflections of meaning and feeling, or metaphors

Listening  
to hear  
not  
listening  
to speak.

# The Art of Reflective Listening

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





## The Power of Reflective Listening

Exercise:

- ▶ No feedback
- ▶ No Advice
- ▶ Only open ended questions and reflective listening

What are you passionate about in Rotary and where can you be effective in your club?

# Planning for your Presidency

ACTION ITEM(S): (clear and focused)	
• •	
How will others be involved? (buy in and engagement)	How will progress be checked? (planning, accountability, benchmarks)
How will the contributions of others be recognized? (methods, personalized)	How will success be measured? (measurable outcomes and evaluation)





**WHY?**

**HOW?**

**WHAT?**

**WHO?**

**WHEN?**

**WHERE?**

