



FPDA FLM
Group Coaching Session

COMMUNICATION 101 FOR
LEADERS

February 10, 2026



agenda

- WHAT IS YOUR HOPE FOR OR INTENTION FOR SUCCESS IN 2026?
- REVIEW GROUND RULES
- WHAT IS A LEADERSHIP CHALLENGE YOU ARE FACING OR HAVE RECENTLY FACED?
- TWELVE TIPS AND BEST PRACTICES FOR EFFECTIVE LEADERSHIP COMMUNICATION
- POWER OF GIVING AND RECEIVING FEEDBACK
- LEADERSHIP QUOTES
- PLUS//DELTA

Desired Outcomes

- Continue to grow in relationship with one another
- Increased understanding of the power of communication
- Increased insight into Giving and Receiving Feedback
- Introduction of 12 best practices for effective communication to add to your leadership toolkit
- Identification of areas for personal development

Assumptions

You are dedicated to the success of your organization

You are committed to continuing to grow as a leader

You have experiences that will support the development of others

It will take the dedication of all of us to ensure a fabulous learning experience

Check-In: 2026 Intentions

What is your hope for or intention for realizing success in 2026?

Group Coaching Overview

Meet 4 times this year

To prepare, complete any shared pre-work

During the session, Donna will facilitate

During the session, your active participation is needed

Come to the sessions with a reflection on your leadership

what challenges you are facing

what leadership wins you have experienced

Ground Rules – the behaviors we expect of each other so we can be successful

Be respectful to each other – offer support, listen without judgment

Be transparent – no games – model trust – no hidden agendas

Be truthful – be true to yourself

Open yourself to being honest about situations – you get what you give

Demonstrate humility – accept that we don't know everything – grow from learning with others

Learn about self and others through the process – don't take it personally

Confidentiality – no rumor starting – keep it between us – demonstrate being trustworthy

Seek clarification

Be a friend to each other – be supportive – lean on each other

Your words matter. More than you think.



Think about some of the most powerful or damaging moments in your life, they probably happened when someone said something to you.

Did your life change directions because of someone's words?



Leaders are leaders because they have followers, and as a leader, you are being watched. Your words weigh 500 pounds. Your employees are not just looking for direction but for tone and influence. Your tone shapes theirs.

The question becomes then, leaders, what kind of world are you creating with the words you're speaking?



12 tips & best practices for effective leadership communication

1. Be honest

If employees find out that they are being lied to, especially about important matters like the financial state of the business or a big upcoming change, then they are very likely to look for a job with a different company – one that they feel they can trust.

Building trust is more than just words though, it is gained through actions that line up with those words.

2. Always follow through with your promises

Become known as a reliable, credible leader and your employees will make sure and go the extra mile for you – because you have proved that you will do it for them.

3. Communicate wisely with a plan

Make your thinking and plans visible. Enter all communication with a clear plan.

For example, if you are revealing a new project, you would state what the project is, the desired outcome, the timeframe, and resources, as well as any important details. Then, repeat it. It can be helpful to use a bulleted list to make sure that you don't forget anything important.

12 tips & best practices for effective leadership communication

4. Get your boots on the ground

Build positive relationships throughout the organization and you'll reap the benefits of better communication.

Be visible amongst your employees, get personal with them, ask their thoughts and opinions, and listen to what they tell you.

To be an effective communicator, you'll not only need people to listen to you, but you must also listen to people.

One-on-one interactions will help you in a myriad of ways – people will trust you more because they have a personal relationship with you, and they are more likely to tell you the truth if there are issues within their team or department.

5. Be empathetic – can it become disingenuous? If there is too much empathy.

By acting with empathy, that is, putting yourself in the other person's shoes, listening attentively, and trying to understand the situation, you will be building a strong bond with your employees.

A leader who reacts angrily or negatively to difficult situations is not one that will gain the trust of their employees, nor will they be told harsh, but necessary, truths.

6. Distill the complex into the simple and memorable

Great communication is memorable.

That's why slogans and taglines are so popular – a simple but effective line will stick in the memory so much more easily than a long, complex paragraph.

Great communicators know this and are skilled at breaking down complex subjects into clear and easily understandable sentences.

12 tips & best practices for effective leadership communication

7. Embrace openness and honest feedback – can it hurt the employee to give honest feedback?

By speaking with people who have diametrically opposed viewpoints, leaders will have the benefit of understanding different perspectives and being known as open-minded and fair person.

By welcoming [honest feedback](#), leaders gain the trust of their teams. In both cases, they show that they value the opinions of others, further building their reputation as a good communicator.

As much as it is unpleasant, being wrong is a critical part of learning and growing. Leaders should never shy away from these types of conversations!

8. Learn how to speak to groups as individuals

A truly good communicator can speak to a large group and have every person in the audience feeling like the speaker is talking to them personally.

The key here is in understanding the group that you are talking to and personalizing your message and delivery for them.

For example, if it's a highly technical group of engineers, you'll be using different terms than for your customer service team.

If you have spent time meeting your audience in one-on-one situations, then you should have an idea of how to deliver a speech tailored for them and leave them feeling like you spoke to them personally.

9. Be consistent in your communication and actions

People thrive with consistency, and they especially look for consistency from leaders.

Before speaking, take your time and make sure that you are transmitting information or opinions that are considered and well-informed.

This will ensure that you won't be flip-flopping from one day to the next, and people know that they can trust what you say today will be the same as what you say next week.

12 tips & best practices for effective leadership communication

10. Communicate equally with your employees – huge for leaders managing their peer leaders

Make sure that you are communicating with employees at every level of your organization, and in every department. From part-time employees to executives, there should not be glaring differences between who you speak to – and who you listen to. Pay attention to who you spend the most of your time with. It is very important to make sure that you are not favoring any one person, department, or level of employee. People absolutely notice these things!

11. Unite people around a single cause

Having a shared goal will unite your employees and give them a clear target to work towards.

Commonalities are an effective way to bring people together. This can be something as simple as a quarterly target, but could also be the company mission, the ethos behind the organization, or the long-term goal of the company.

12. Transmit confidence – fine line of being confident and overconfident / not cocky

Demonstrate confidence in your actions and words. There will be times where you do not know an answer or something negative has happened, but you can still respond to difficult situations with confidence.

In doing so, you will build trust with your employees – we all know there is nothing worse than a leader who isn't confident in the words that they are saying.



EXERCISE: Personal Reflection

- Check the 2 best practices with which you are most comfortable
- Check the 2 best practices with which you are least comfortable
- Identify strategies for improving where you are least comfortable

The right way to help colleagues excel

(Managing People: *The Feedback Fallacy*)

INSTEAD OF	TRY
Can I give you some feedback?	Here's my reaction.
Good job!	Here are three things that really worked for me. What was going through your mind when you did them?
Here's what you should do.	Here's what I would do.
That didn't really work.	When you did "x", I felt "y" or I didn't get that.
Here's where you need to improve.	Here's what worked best for me, and here's why.

INSTEAD OF	TRY
You need to improve your communication skills.	Here's exactly where you started to lose me.
You need to be more responsive.	When I don't hear from you, I worry that we're not on the same page.
You lack strategic thinking.	I'm struggling to understand your plan.
You should do x (in response to a request for advice).	What do you feel you're struggling with, and what have you done in the past that's worked in a similar situations?

Feedback Question

Giving feedback is hard but it can be powerful.

Tools

Questions/Comments that may work for you:

- Oh, I don't view it that way. Let me share my viewpoint on this or on how that went.
- Can we talk about how we can make this better?
- When you said this, can you tell me more of what you were thinking?
- I work better when we can have a conversation beforehand etc.
- I'm not sure if you are aware of this, but when you did X...it resulted in Y...
- You may have considered this, but when you did X...it resulted in Y...
- I have some thoughts, but I want to hear your thoughts first.
- I don't see it that way. I view it this way...
- I appreciate your viewpoint and want to understand it more. Here's what I was thinking ... Now, tell me more about what you were thinking."
- I think it would help our team if you could do...
- People on our team seem to respond well to...
- I know you, and I know what you were trying to say but let me tell you how that came across...

Tools

ask powerful questions ...

#PowerfulQuestions #EverydayInclusion #InclusiveBehaviors

grow understanding
questions to reveal what is important

<p>why</p>  <p>is this important to you?</p>	<p>what will change</p>  <p>if you achieve this goal?</p>	<p>what is your role</p>  <p>in overcoming this challenge?</p>	<p>what challenges</p>  <p>are you facing?</p>
<p>what opportunities</p>  <p>are you seeing?</p>	<p>what</p>  <p>is hindering you?</p>	<p>whose opinion</p>  <p>or input matters here?</p>	<p>what will happen</p>  <p>if you do <i>not</i> take this step?</p>

... to build trust & inclusion

open-ended questions provoke thought, facilitate creativity, and channel focus

1:1 Coaching Schedule

We will meet 1:1 for 60 minutes over the next 3 weeks

A chart for scheduling will be sent to you in an in an email

LEADERSHIP MESSAGES

Between now and when we meet again, identify leadership messages that are important to you.

Movies, poems, articles, quotes, books, etc.....

Send them to Donna and Kathie – we will use them in the October Summit

Plus/Delta

What went well in our time together today?

What would you change to increase our effectiveness and ensure this is valuable to you and your leadership?



thank you

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