

# Communication That Earns Respect

The Leadership Skills That Drive Results

*"Live with Purpose. Lead with Heart."*

*"The single biggest problem in communication is the illusion that it has taken place."  
b George Bernard Shaw*

## The Communication Excellence Formula

CLARITY + EMPATHY + INTENTION + FOLLOW-THROUGH = LEADERSHIP INFLUENCE

- 1

**Master the 80/20 Rule**  
Listen 80%, speak 20%. Ask questions like "What else?" and "Help me understand..." to uncover what's really happening.
- 2

**Start with Context**  
Begin important conversations with "Here's what I'm hoping to accomplish..." so people know your intention upfront.
- 3

**Use the SBI Model**  
For feedback: Situation, Behavior, Impact. "When X happened, I observed Y, and the impact was Z."
- 4

**Match Their Communication Style**  
Direct people want bottom line first. Analytical people want data. Expressive people want stories.
- 5

**Close the Loop**  
End conversations with "What are your next steps?" and "When should we check back on this?"
- 6

**Master the Difficult Conversation**  
State facts, share your story, ask for their perspective, then explore solutions together.

- 7

**Read Between the Lines**  
Watch for changes in tone, energy, and body language. What are they not saying?
- 8

**Use the Power of Pause**  
After asking a question, stay silent. The first person to speak usually reveals the most important information.

## The CLEAR Method for Crucial Conversations

	<b>Context</b> Set the stage
	<b>Listen</b> Understand first
	<b>Explore</b> Find solutions together
	<b>Agree</b> Commit to action
	<b>Review</b> Follow up
	+Empathy throughout

## Your Communication Development Plan

**Current Challenge:** What type of conversation do you avoid or struggle with most?  
\_\_\_\_\_

**Skill Focus:** Which technique above will you practice this week?

**Practice Commitment:** I will use the \_\_\_\_\_ skill in my next difficult conversation.

## Ready to Transform Your Leadership Communication?

Download more communication resources, book a keynote, or explore coaching at [drtimcrowley.com](http://drtimcrowley.com)

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