



AG MAPETS Session 2

Effective Communication: Basic approaches in communicating and building trustful relationships

Learning Goals:

- Communicating effectively while leading others
- Identifying methods to foster trustful relationships
- Understanding the role of an AG in club leadership and within the district leadership team

Have we accomplished these objectives?



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Group Discussion

How do you communicate

Why do you communicate with others?

What do you expect from others?



Leadership Communication Baldoni's Model

Narrative
Vision

Themes

Messages

Effects

Invite
(to action)

Inform

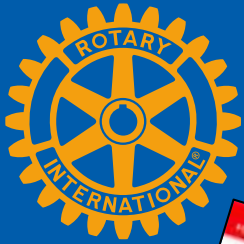
**Leadership
Message**

Involve
(seek input)

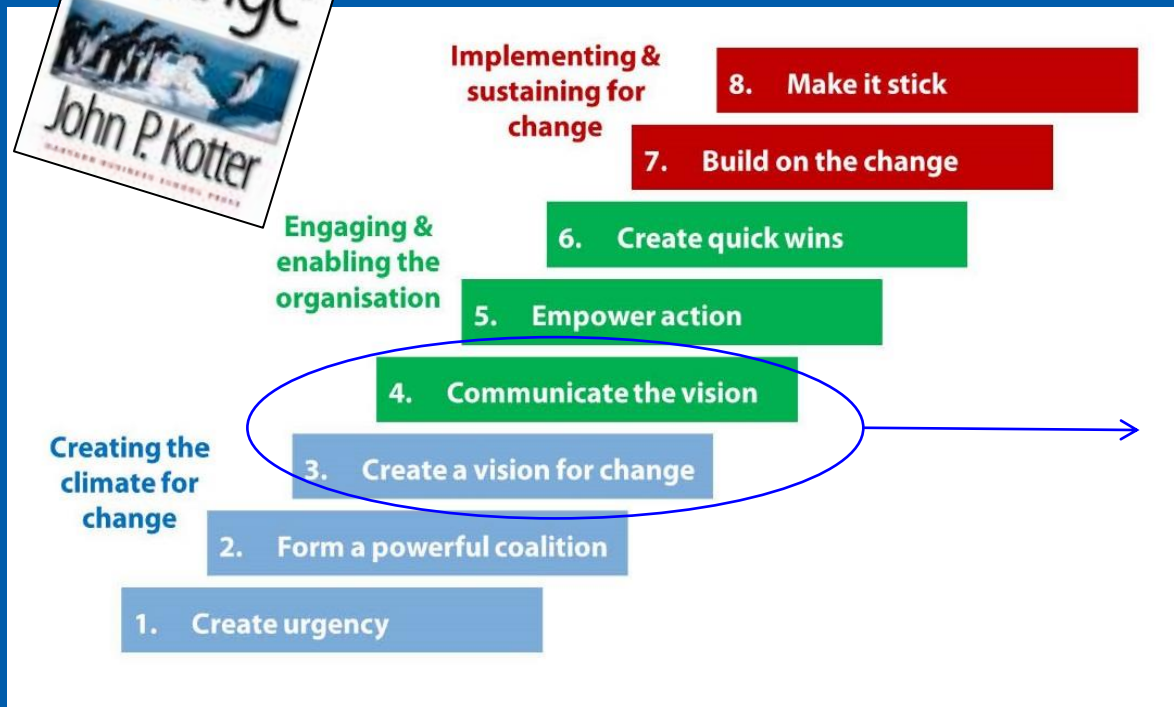
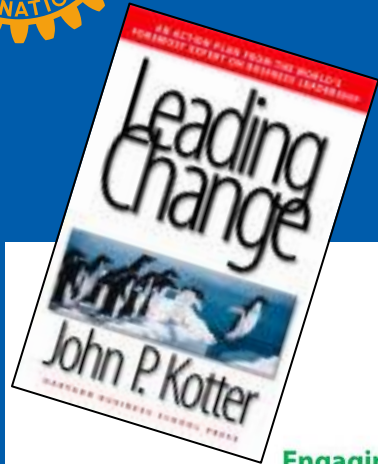
Ignite (imagination)

Clarity &
Credibility
(establish &
restore)

Critical to answer the
"Who and Why"!



Kotter's Seven Principles For Effective Vision Communication



Simplicity

Metaphors, analogies, examples

Multiple forums

Repetition

Leadership by example

Explanation of seeming inconsistencies

Give and Take



Assessing an Organization or Club

- **Club Assessment to Enhance the Club Experience**
 - **People:** structure, governance, culture
 - **Processes:** planning, policies, workflow, roles
 - **Systems:** Resources, tools, forms



Assessing an Organization or Club

Club Assessment to Enhance the Club Experience

- **Why?**
 - Make the club and district better
- **How?**
 - Ask, survey, review, collect
- **When?**
- **Who?**





Assessing a Club and Communicating

- ☐ Set Goals
- ☐ Set Short-term/Long-term Objectives
- ☐ Define Standards
- ☐ Determine Performance Indicators



Assessing a Club and Communicating

- ☐ Observe and Evaluate
- ☐ Find Gaps
- ☐ Communicate Needs
- ☐ Explore Solutions



Group Discussion

**How can AGs help with
assessing a Club?**



Effective Communication Group Discussion

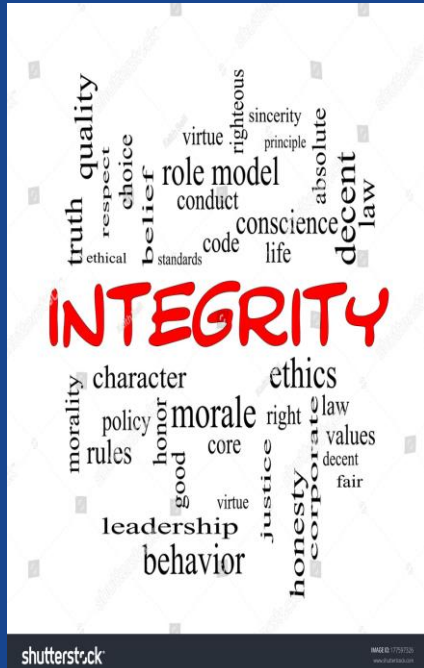
**Basic approaches in communicating and
building trustful relationships**



Effective Communication

Leadership Communication → It is all about influence

Honesty and Moral Values



Sharing ideas and actions



Inspiration and Motivation





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Effective Communication: Basic approaches in communicating and building trustful relationships

Leadership Communication → It is all about influence

- The ability to share information
- The exchanging of ideas, thoughts, and knowledge
- Ensure a message is presented as intended and understood as expected



AG MAPETS Session 2

Effective Communication

EFFECTIVE
COMMUNICATION
DEPENDS MUCH
MORE ON YOUR
TONE OF VOICE AND
BODY LANGUAGE
THAN THE WORDS
YOU SAY.

@blairsinger
www.blairsinger.com



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☐ **Power and Relationships**

- Power comes from leaders
- Affirmation of power comes from followers
- Powerful relationships → Significance of the interactions

“Leadership is reserved for those who influence a group of individuals toward a common goal”

Northouse 2013, p. 11



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☐ Addressing Challenges

- Crucial conversations framework
- LARA Method for Managing Tense Talks (Listen, Affirm, Respond, Ask)
- Addressing Conflict

“The quality of our lives depends not on whether or not we have conflicts, but on how we respond to them”.

Thomas Crum



Levels of Conflict



Issue

- Misunderstanding
- Confusion



Disagreement

- Sarcasm
- Divergence



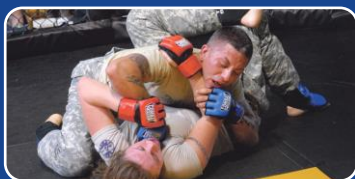
Struggle

- Unresolved issues
- Emotional arguments



Confrontation

- People against each other



Combative

- Fight, people leaving



Addressing Conflict

It is more rewarding to
resolve a conflict than to
dissolve a relationship.

Josh McDowell

quotefancy



Group Discussion

- **How can AGs support club leaders and collaborate with district leaders to grow Rotary?**
- **Channels of Communication in communicating with different generations**



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The Five I's of Leadership Communication

Why Do You Do What You Do?



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The Five I's of Leadership Communication

- Inform
- Instruct
- Involve
- Inspire
- Influence



AG MAPETS Session 1

Effective Communication and Trustful Relationships

- Leaders Vs. Followers
- Communicators Vs Receptors
- Asking Vs Fixing
- Giving Vs Receiving
- Influencing Vs Telling



Group Discussion

Planning for the Year Ahead

- **Setting Goals-How to support your club leaders**
- **Communicating within clubs and communicating within the district**



QUESTIONS?



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RESOURCES AND LEARNING OPPORTUNITIES

LEARNING OPPORTUNITIES

- AG Quarterly Forums (Next: April 30, 2025, at 7:00 ET)
- AG Institute at PETS (Under PETS leadership request)
- AG New AGs Workshops
- AG Action Zone: Winnipeg Sept. 18, 2025



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Presenter(s)

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