



CONNECT + COLLABORATE

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**THE POWER OF US**

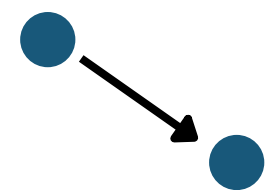
2024 CHAIRMAN'S SEMINAR

Communicating  
*Effectively*

# Leaders *connect* the dots

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On your handout,  
there are 3 dots.



Connect each dot  
to the other dots.

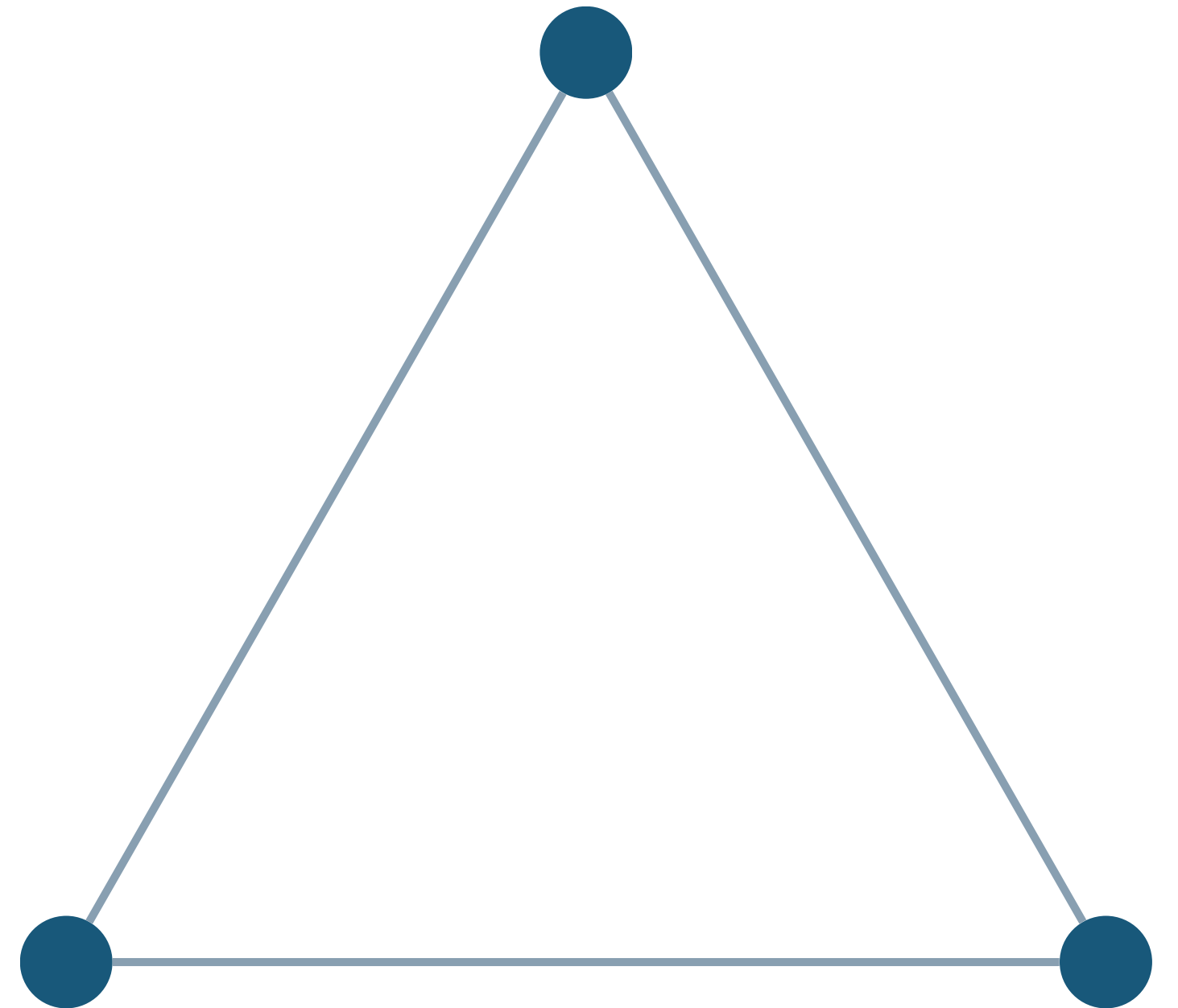


# Leaders *connect* the dots

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It looks like this.

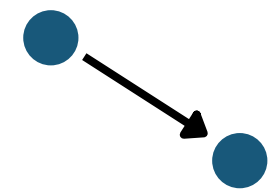
There are  
**3 connections** between  
3 people.



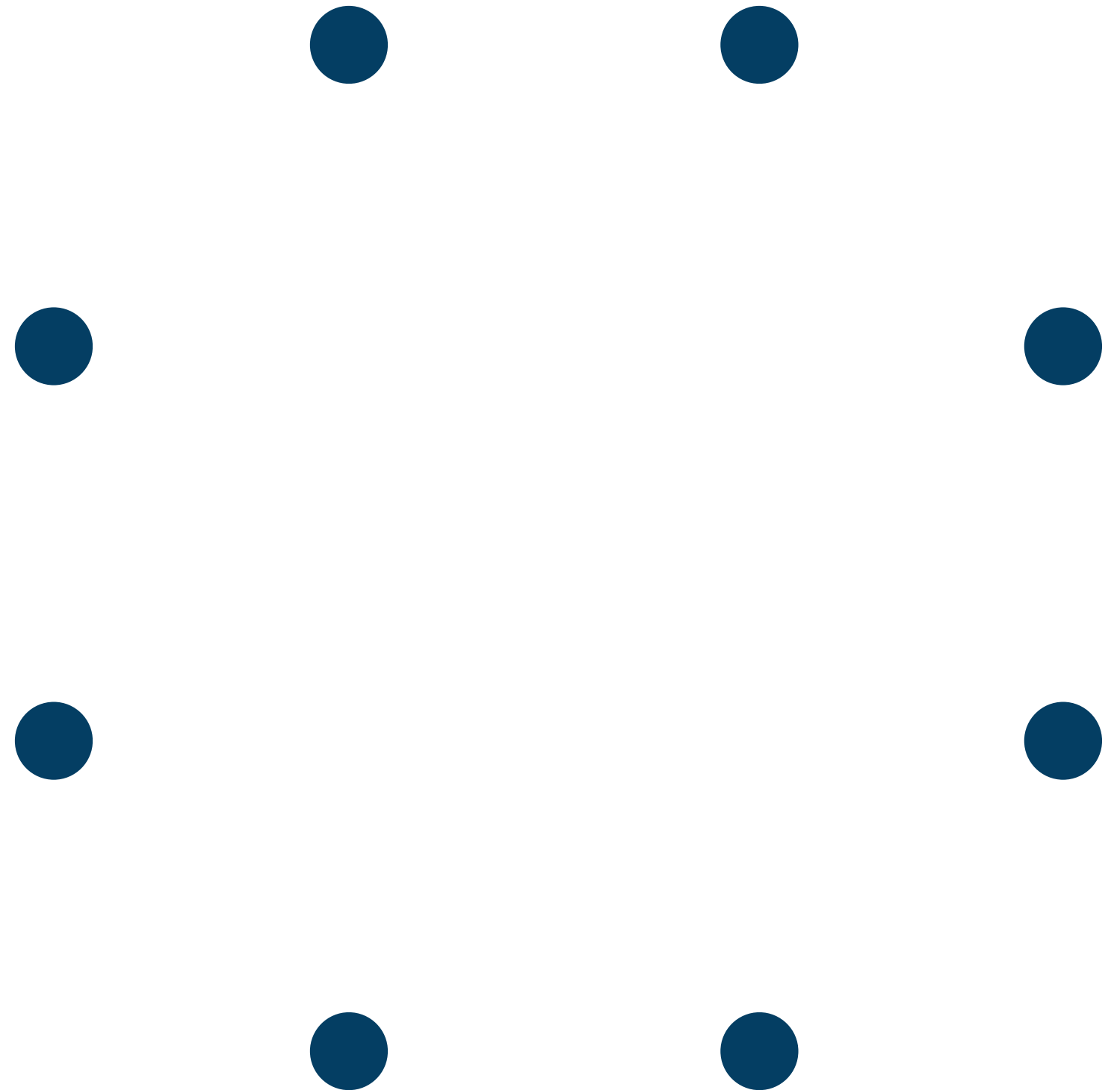
# Leaders *connect* the dots

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On your handout,  
there are 8 dots.



Connect each dot  
to the other dots.

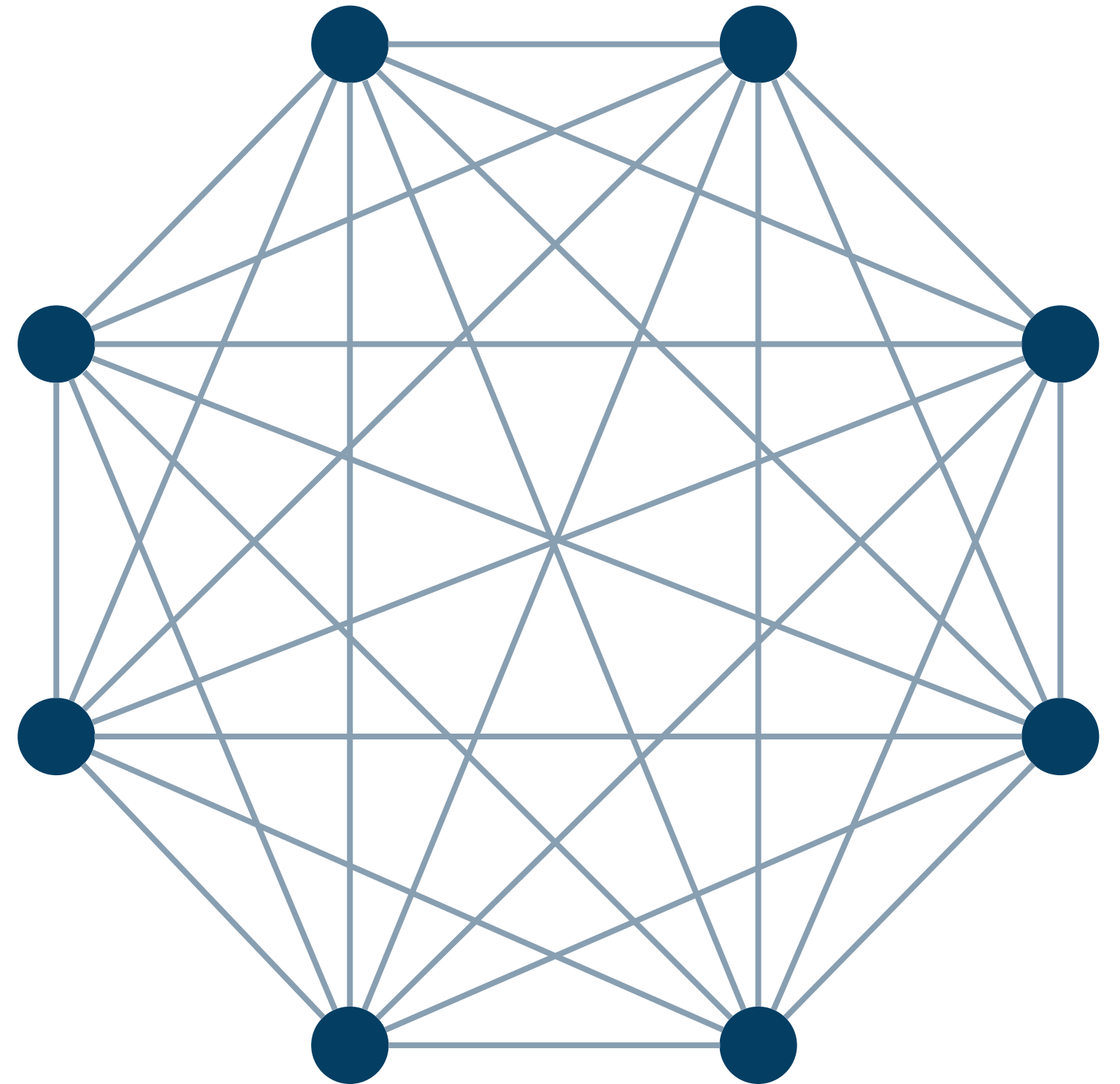


# Leaders *connect* the dots

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It looks like this.

There are  
**28 connections** between  
8 people.



**How many  
connections for  
36,000 people?**

*Jon Kidwell*



- Husband and Father
  - Anna(6), William(3), Benjamin(1)
- Founder/CEO of Leadwell
- Leadership Trainer and Coach
- Adj. Leadership Professor
- Previously VP - global nonprofit leading 1,100 people & over 2,500 volunteers

## **Rodeo Houston**

- Rodeo Leadership Development Program Coach
- HLSR attendee since 2010 (minus 2)

**How many  
connections for  
36,000 people?**



**648,000,000**

**connections**

# *Today,* we will learn:

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- » Principles of effective communication
- » How to clarify our message to inspire a FREE workforce
- » The foundation of effective communication

# *Principles* of effective communication

Clear

Concise

Compelling

# *Clarify* your message

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## Make it clear

- What do I want them to know/do?
- Repeat what's most important
- Clear to them, not you

# *Keep* it short

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## Make it concise

- How can I say this in fewer words?
- Avoid unnecessary words
- Communicate in the active voice
  - *7 new volunteers were recruited by the committee last year.*  
(Passive)

# *Keep* it short

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## Make it concise

- How can I say this in fewer words?
- Avoid unnecessary words
- Communicate in the active voice
  - ~~7 new volunteers were recruited by the committee last year.~~
  - *The committee recruited 7 new volunteers last year. (Active)*

# *Rewrite* the message making it more clear and concise

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Hey, I'm in a hurry, so this will be short. But first, I want to say thanks for taking the time to read and help out.

I was having trouble logging in. Can you help? Maybe you can see if this is a me thing or everyone else too. Thanks, see if you can see what's wrong/fix it.

I need to login today. Thanks. I'll try logging in again later.



# *Example* of clear and concise communication

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Hey, I cannot log in to Shiftboard. I need to use this platform for my shift today.

Can you help me troubleshoot the issue before 4:00 pm?

Thank you. I appreciate your help.





# *Inspire* action

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## Make it compelling

- Why does this matter?
- Connect action to inspiration
- Use the power of "because" \_\_\_\_\_

# *Inspire* action by making it more compelling

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We will prepare for worst-case scenarios with 8 hours of training because everyone deserves a safe Rodeo Houston experience.

Why we work extra shifts and it appears we have too many Gatekeepers is so that people's first experience is a fast and friendly one.

We will raise \$4 million, instead of \$3.5 million, so that we can give each participant an additional \$1,000 for their education.





*Connection* is the  
foundation of effective  
communication

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