

Communicating Effectively at Rodeo Houston

Connection is the foundation of effective communication.

I had the honor of connecting with a few Rodeo Houston leaders - staff and volunteers. They shared what they see the best communicators at the Rodeo do to communicate effectively and build connections.

Their responses, the filled-in handout from our breakout, plus more communication resources my team and I put together for you are in this guide.

Be well. Lead on!



Jon Kidwell
Founder/CEO, Leadwell

In this guide you will find:

- Qualities of Effective Communicators at Rodeo Houston
- Ways to Build Connection at Rodeo Houston as a Leader
- 'Communicating Effectively' Breakout Session Completed Handout
- Communication Resources for Leaders

» Qualities of Effective Communicators at Rodeo Houston

- Approachable
 - Make clear requests
 - Open, honest, transparent
 - Are consistent and frequent
 - Meet people where they are
 - Speak in a calm, friendly tone
 - They aim to add value to others
 - Take out the guesswork for others
 - Connect what we do to why we do it
 - Open to questions and others talking
 - Share as much information as possible
 - Listen to (and change) based on feedback
 - Balance between too much and not enough
 - Recognize communication is NOT one size fits all
 - They understand their audience (staff or volunteers)
 - They use multiple mediums (email/text, phone, video)
 - Honor the knowledge gap between staff and volunteers
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- Make it about 'The Show' not them

Ways to Build Connection at Rodeo Houston as a Leader

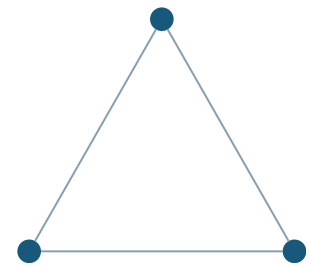
- Monthly newsletter from Chair to Committee
- 'Chat with a Chairman' during shifts @ HLSR
- Pay attention to what you say with your body language
- Be curious, ask questions
- Introduce yourself to everyone, especially Rookies
- Regular meetings with your key leaders
- Attend committee events to meet and greet
- Meet your staff coordinator in-person

Communicating *Effectively*

Principles of effective communication

Make it clear

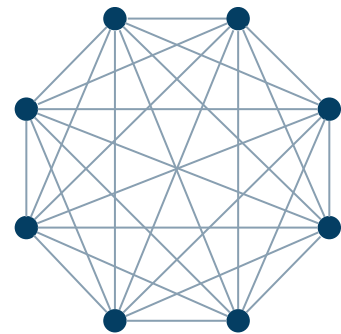
- What do I want them to know/do?
- Repeat what's most important
- Clear to them, not you



3 connections between
3 people.

Make it concise

- How can I say this in fewer words?
- Avoid unnecessary words
- Communicate in the active voice



28 connections between
8 people.

Make it compelling

- Why does this matter?
- Connect action to inspiration
- Use the power of "because":
 - Because, why, without this..., if we don't...

648,000,000 connections between
36,000 people.

Connection is the foundation of effective communication.

» Excerpt From Another Leadwell Training

9 WAYS TO CONNECT AND COMMUNICATE

LISTEN

Active listening.
Reserve judgement.
Quiet your response.

UNDERSTAND

Lead with curiosity.
Seek clarity.
Be transparent.

SHARE

Radical candor plus why.
Clarity > cleverness.
Invite feedback.

» Resources to Help You Communicate Well

- **3 Questions to Ask Before You Communicate**
 - Craig Groeschel: <https://www.craiggroeschel.com/blog/3-questions-to-ask-before-you-communicate>
- **7 Tips for Clear and Concise Writing**
 - Masterclass: <https://www.masterclass.com/articles/tips-for-clear-and-concise-writing>
- **8 Things You Can Do To Improve Your Communication Skills**
 - Harvard: <https://professional.dce.harvard.edu/blog/eight-things-you-can-do-to-improve-your-communication-skills/>
- **15 Tips for Effective Communication in Leadership**
 - Center for Creative Leadership: <https://www.ccl.org/articles/leading-effectively-articles/communication-1-idea-3-facts-5-tips/>
- **How Great Leaders Communicate**
 - Harvard Business Review: <https://hbr.org/2022/11/how-great-leaders-communicate>