

HRSA Ryan White HIV/AIDS Program

**CENTER FOR QUALITY
IMPROVEMENT & INNOVATION**

Effective Communication Skills for Quality Leaders

Why Understanding Your Audience is Critical to the Success of your Quality Improvement Initiatives

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September 28, 2023, 4:00 pm EDT



**Department
of Health**



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Today's Objectives

Identify the key attributes of leaders that are critical to successful relationships and creating organizational change

Learn about various leadership styles and how to communicate effectively with leaders that have specific leadership styles

Understand how learning styles impact communication and accommodate your communication to meet your audience's learning styles

Identify specific techniques that you can use to create effective communication strategies related to quality improvement initiatives in your organization

What is leadership?

It depends on who you ask.
So, what really matters?

What is leadership?

“Leadership is not magnetic personality — that can just as well be a glib tongue. It is not 'making friends and influencing people' -- that is flattery. Leadership is lifting a person's vision to high sights, the raising of a person's performance to a higher standard, the building of a personality beyond its normal limitations.”

- Peter F. Drucker

“Leadership is not about titles, positions or flow charts. It is about one life influencing another.”

- John C. Maxwell




“Leadership is the process of social influence, which maximizes the efforts of others, towards the achievement of a goal.”

- Kevin Kruse

“Leadership is the ability to translate vision into reality.”

- Warren Bennis

Leaders and Managers

1. Managers plan and budget.  Leaders set direction
2. Managers organize staff.  Leaders align people by communicating their vision at all levels.
3. Managers provide control and solve problems.  Leaders provide motivation and inspiration.

~John P. Kotter, from “What Leaders Really Do”

“The manager does things right; the leader does the right thing.”

- Warren Bennis, from “On Becoming a Leader”

Leadership Communication: What Matters?

“The Art of Communication is the Language of Leadership.”

- James Humes

“Developing excellent communication skills is absolutely essential to effective leadership. The leader must be able to share knowledge and ideas to transmit a sense of urgency and enthusiasm to others. If a leader can’t get a message across clearly and motivate others to act on it, then having a message doesn’t even matter.”

- Gil Amelio

Empathy Matters

“Leadership is about empathy. It is about having the ability to relate to and connect with people for the purpose of inspiring and empowering their lives.”

- Oprah Winfrey

Listening Matters

“One of the most sincere forms of respect is actually listening to what another has to say.”

- Bryant H. McGill

Humor Matters

“A sense of humor is part of the art of leadership, of getting along with other people, of getting things done.”

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- Dwight D. Eisenhower

Leadership Styles from Brenden Becker

- Democratic Leadership
- Autocratic Leadership
- Laissez-Faire Leadership
- Strategic Leadership
- Transformational Leadership
- Transactional Leadership
- Coach-Style Leadership
- Bureaucratic Leadership

Autocratic Leaders

Autocratic Leaders provide clear expectations for what needs to be done, when it should be done, and how it should be done. There is also a clear division between the leader and the followers. Authoritarian leaders make decisions independently with little or no input from the rest of the group.

"If I had asked people what they wanted, they would have said faster horses." *Attributed to Henry Ford*

Participative Leaders

Participative Leadership, also known as democratic leadership, is generally the most effective leadership style. Democratic leaders offer guidance to group members, but they also participate in the group and allow input from other group members.

Leadership Styles: Laissez-Faire

Laissez-Faire leaders typically delegate most tasks to teams or individuals. Very little, if any, supervision is provided by the Laissez-Faire leaders.

Leadership Styles: Transformational Leaders

Transformational Leaders focus primarily on communication and motivation to assist subordinates in setting and achieving organizational vs. individual performance goals.

Leadership Styles: Transactional Leaders

Transactional Leaders value performance to achieve specific goals. This leadership style often establishes reward systems for meeting performance goals and consequences for failure to meet the goal.

Leadership Styles: What Matters

- Leadership styles can vary and still be effective.
- There may be a disconnect between a subordinate's acceptance of a leader's "style" and the subordinate's leadership "theory" view.
- It is incumbent upon leaders to understand that other leaders and subordinates may react to a leader's "style" differently.

Leadership Styles: What Matters

- It is possible that a leader can apply a different leadership style depending on the assignment, situation, or make-up of a team.
- Open communication between a leader and his/her team regarding leadership style can enhance team performance, organizational performance, and everyone's quality-of-work life.

Leadership Styles Poll

- 2 Poll Questions:

How Can You Use Your Knowledge of Leadership Styles to Improve Communication With Your Leadership?

Learning Styles

What Matters

Why do Learning Styles Matter?

- Three of your senses are primarily used in learning, storing, remembering and relaying information.
- Your eyes, ears and sense of touch play essential roles in the way you communicate, perceive reality, and relate to others

Reference: University of Arkansas URL: <https://success.uark.edu>

Learning Styles

Visual Learners

- Observant, but may miss some of what is said
- Well organized
- Likes to read
- Remembers better by seeing charts and diagrams
- Needs to see direction, not hear them
- Notices details

Auditory Learner

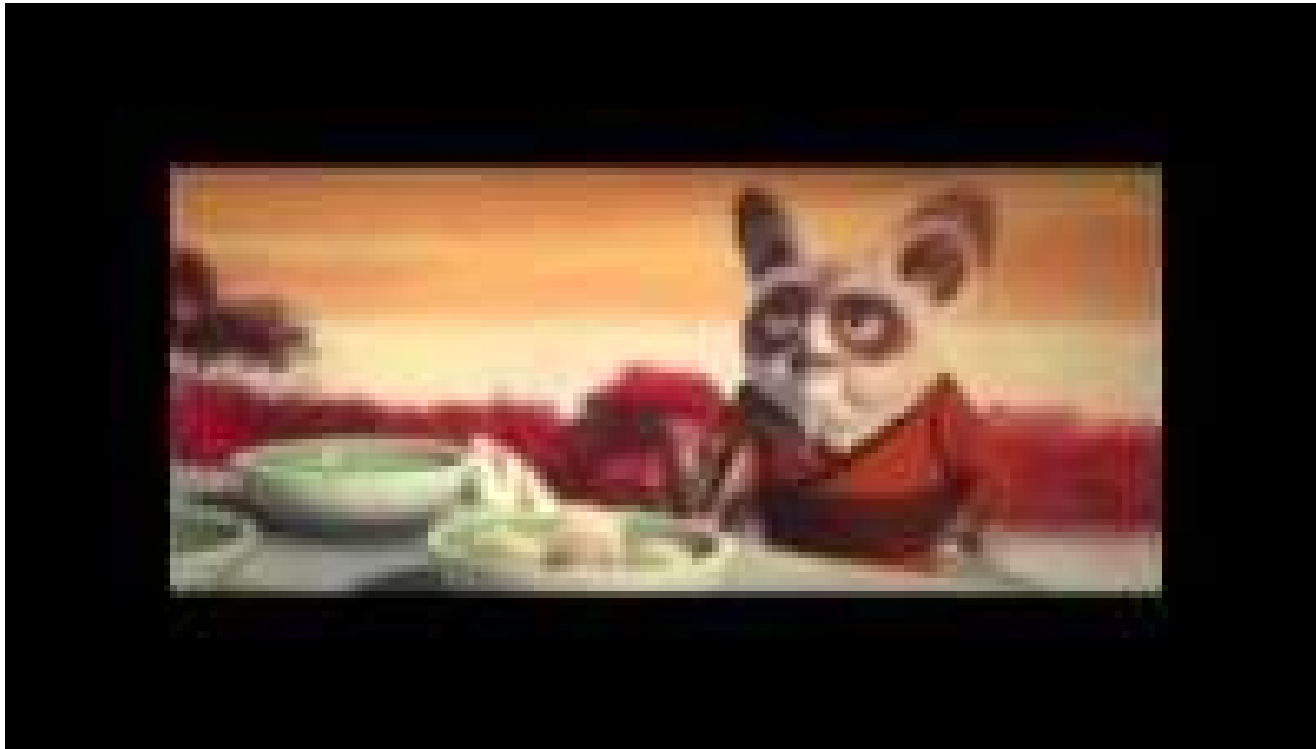
- Enjoys talking-talks to self aloud
- Has difficulty with written instructions
- Distracted by noise
- Outgoing
- Enjoys listening projects

Kinesthetic Learners

- In motion most of the time
- Likes to solve problems by physically working through them
- Will try new things
- Uses hands while talking



What kind of learner are you?



Learning Style Poll

- 2 Poll Questions:

How Can You Use Your Knowledge of Learning Styles to Increase Your Team's Effectiveness?

How to Spot a Great Leader – Warren Buffett

- ✓ The leader has an orientation toward the truth.
- ✓ The leader practices what they preach.
- ✓ The leader gives others credit.
- ✓ The leader is generous with their time.
- ✓ The leader cuts through conflict to solve problems.
- ✓ The leader puts away the “mask”. (The leader with integrity reveals their authentic self).

Leadership and Organizational Culture

“The specific collection of values and norms that are shared by people and groups in an organization and that control the way they interact with each other and with stakeholders outside the organization.”

- Ravasi and Schultz

Leaders and Followers

True leaders do not create followers. They create more leaders.

Leadership & Purpose

“When you’re looking to develop outstanding leadership skills, turn toward the purpose that drives you. Your purpose is the juice that will drive you to keep going when you face the obstacles and challenges that are so inevitable of any worthwhile journey.”

- Tony Roberts

Questions and Discussion

THANK YOU

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This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) as part of an award totaling \$1.5M. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by HRSA, HHS or the U.S. Government.