

# CORE Compliance™ | Communication Leadership Reference Guide

## THE REAL PROBLEM

### Most Performance Problems Are Communication Problems

- Unclear expectations
- Inconsistent feedback
- Avoided accountability conversations
- Supervising tasks instead of guiding people

*When communication breaks down — performance suffers.*

## FEEDBACK STRATEGIES

### The 4 Non-Negotiable Rules of Effective Feedback

- 01 Timely**  
Address behavior within 24–48 hours. Delayed feedback signals it wasn't a real priority.
- 02 Specific**  
Name the exact behavior, date, and impact. "You need to improve" is not feedback — it is noise.
- 03 Private**  
Corrective feedback is never given in front of peers. Public correction humiliates rather than develops.
- 04 Documented**  
Spoken feedback creates no record. If it matters enough to address, document it — date, behavior, outcome.

## COMMUNICATION TECHNIQUES

### 5 Techniques That Build Trust and Accountability

- 01 Lead with the standard — not the opinion**  
"Our standard is X" is more defensible and less personal than "I feel you could do better."
- 02 Ask before telling**  
Ask the employee to self-assess first. They often identify the gap themselves.
- 03 Use confirming language**  
"What questions do you have?" closes the loop and eliminates the excuse of misunderstanding.
- 04 Separate the person from the behavior**  
Address the behavior — never the personality. Labels produce defensiveness, not change.
- 05 Follow up in writing**  
After every significant conversation, send a written summary. It creates accountability on both sides.

## S.B.I. COMMUNICATION MODEL

### The S.B.I. Communication Model

- S SITUATION**  
Describe the specific context — the meeting, date, and setting. Ground the conversation in observable fact.  
*Example: "In Tuesday's client call at 2 p.m..."*
- B BEHAVIOR**  
Only observable behavior — what you saw or heard. No labels, conclusions, or characterizations.  
*Example: "...you interrupted the client three times..."*
- I IMPACT**  
Explain the business or team impact. Connect the action to a professional standard.  
*Example: "...which prevented us from understanding their concern."*

## FEEDBACK STRATEGIES

### The Feedback Delivery Script

- OPEN**  
*"I want to talk with you about something I observed that I think is important for us to address."*  
Signals seriousness without triggering defensiveness.
- DESCRIBE**  
*"On [date], during [situation], I observed [specific behavior]."*  
Anchors the conversation in fact — not opinion.
- IMPACT**  
*"The impact of that was [outcome] — which affects [standard or expectation]."*  
Connects the behavior to a business consequence.
- EXPECTATION**  
*"Going forward, what I need to see is [specific behavior]."*  
Closes with clarity — not ambiguity — about what change is required.

## LEADERSHIP HABITS

### The 6 Daily Disciplines of High-Performing Leaders

- 1 Communicate expectations daily**  
Clarify expectations in every one-on-one, team huddle, and project kick-off.
- 2 Address issues in real time**  
Handle it when it happens — briefly, privately, and factually.
- 3 Document as you go**  
5 minutes after every significant interaction. Documentation is a daily discipline.
- 4 Ask before assuming**  
Context changes everything — asking first protects you from a misjudgment.
- 5 Acknowledge improvement publicly**  
Recognize behavior change as quickly as you address performance gaps.
- 6 Protect your own credibility**  
Consistent behavior is your professional protection. Avoidance is risk.