

## **One-Page Integration Agenda**

### **Integration Session Agenda**

#### **Communicate By Design**

#### **90-Minute Virtual Integration Session**

##### **Purpose**

This session reinforces the coaching tools and communication framework from the video-learning course and workbook. Participants will apply the six-step coaching process to real leadership situations where expectations are not being met.

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##### **Welcome & Session Focus**

###### **0:00 – 0:10**

- Welcome and integration session overview
  - Connection to the Communicate By Design video course
  - Quick participant check-in
  - Setting expectations for discussion and participation
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##### **Revisiting Coaching for Improvement**

###### **0:10 – 0:25**

- Review the two reasons leaders coach
    - Coaching for Growth
    - Coaching for Improvement
  - Discuss why coaching for improvement conversations can feel difficult
  - Identify situations where expectations are not being met
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##### **Understanding Expectations & Coaching Pitfalls**

###### **0:25 – 0:50**

- Three categories of expectations:

- Conduct
    - Attendance
    - Performance
  - Reflection on common leadership pitfalls in difficult conversations
  - Discussion on how these pitfalls affect communication and outcomes
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## **Applying the Coaching Process**

**0:50 – 1:20**

- Review of the six-step Coaching for Improvement process
  - Applying the **F + ? = A Feedback Formula**
  - Practicing how to “State the Facts” clearly and respectfully
  - Group discussion of real leadership scenarios
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## **Commitments & Close**

**1:20 – 1:30**

- Identify a coaching conversation to have in the next two weeks
- Capture personal commitments and key takeaways
- Closing reflections and next steps

## Facilitator Integration Session Outline

### Communicate By Design

#### LeaderTrak Lens Integration Session (90 Minutes)

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##### 1. Welcome & Session Context

**0:00–0:10**

Facilitator message:

“You’ve already completed the Communicate By Design video course and workbook. Today is about bringing the process into your real leadership conversations.”

Explain that this workshop focuses on helping leaders **coach effectively when someone is falling short of expectations** .

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##### Opening Question

Ask participants:

**“What idea from the course stood out to you the most?”**

Common answers:

- Stating facts vs assumptions
  - Avoiding difficult conversations
  - Coaching process
  - Teaming up with the employee
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##### 2. Review the Coaching Context

**0:10–0:25**

##### Quick Review

Ask participants:

**“When do leaders coach?”**

Guide them to the two answers:

- Coaching for Growth
- Coaching for Improvement

Explain briefly:

- Growth develops capability
- Improvement realigns performance to expectations.

The goal of coaching for improvement is to **clarify expectations, align understanding, and create accountability** .

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### Reflection Discussion

Ask:

**“Why are improvement conversations often avoided?”**

Typical responses:

- Discomfort with confrontation
  - Not knowing what to say
  - Fear of damaging relationships
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### 3. Understanding Expectations & Pitfalls

**0:25–0:50**

#### Reflection Exercise

Ask participants:

“Think of a current leadership situation where expectations are not being met.”

Have them categorize the situation:

- Conduct
- Attendance
- Performance

These three categories describe the **types of expectations leaders manage in organizations** .

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## Pitfalls Discussion

Ask participants:

**“Which of these traps do leaders fall into most often?”**

Examples from the course:

- Making assumptions before asking questions
- Letting emotions drive the conversation
- Being too critical or too nice
- Not asking questions or listening

These pitfalls often cause leaders to either **avoid the conversation or handle it poorly** .

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## Group Discussion

Ask:

**“What happens when leaders side with the problem instead of the employee?”**

Key insight:

Great leaders **team up with the employee to solve the problem together**.

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## 4. Applying the Coaching Framework

**0:50–1:20**

### Review the Feedback Formula

Write on screen:

**F + ? = A**

Explain:

Facts

Questions

Agreement

Facts help maintain accountability while questions help maintain respect and collaboration .

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### **Discussion: Stating the Facts**

Ask participants:

**“Why is stating the facts difficult in real conversations?”**

Common answers:

- We add assumptions
- We judge the person
- We exaggerate behavior

Remind them:

Facts should include:

- observable behavior
- the expectation

Example:

“I’ve noticed you’ve been late four times in the past two weeks.  
The expectation is that you are at your workstation by 7:30.”

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### **Scenario Discussion**

Break participants into small groups.

Each group discusses:

1. A situation where expectations are not being met
  2. What facts would be stated
  3. What question would open the dialogue
  4. What agreement might result
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## Debrief

Ask groups:

- What made the conversation easier?
- What was challenging?

Key insight:

When leaders prepare their words intentionally, conversations become **clear, respectful, and productive**.

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## 5. Leadership Commitment

**1:20–1:30**

Ask participants to write down:

1. One coaching conversation they need to have
  2. One fact they will state clearly
  3. One question they will ask to open the conversation
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## Closing Message

“Coaching for improvement conversations are not about confrontation. They are about helping people succeed and realigning performance to expectations.”