

# Not So Basic Training



## Communication Essentials for Leaders

*"I already told them that."*

Every leader has said it, usually right after something fell through the cracks that never should have. And you did tell them. You're sure of it. The message just didn't land anywhere close to how you meant it.

Here's the uncomfortable part. Most leaders think they communicate just fine. Their people often feel otherwise, and you rarely hear about it until something breaks. Ask leaders how aligned their team is with the goal and 25% say completely on board. Ask the employees the same question and only 16% agree (Axios HQ, 2026). That whole gap lives in how the message got sent, not whether it got sent.

Communication isn't only the words you pick. It's the timing, who's in the room and who isn't, your tone when you're stressed, whether the person actually walked out understanding what you needed or just nodded so the meeting would end. Get enough of that wrong and it wears down the one thing you can't lead without, which is people trusting you.

### What Your Leaders Will Walk Out With:

- An honest read on their own impact, tone and message both, blind spots included
- Where their message breaks down, and how to catch it before it costs them
- A way into the hard conversations they keep dodging
- Listening that changes their next move, not just waiting for their turn to talk
- How to hold their footing when they get put on the spot

This session is for leaders who want to close the gap between what they say and what their people actually hear.

**Good for:** anyone who leads people and needs them to actually follow. New managers who got promoted for being great at the work and now have to lead with their words. Seasoned leaders who suspect their message isn't landing the way it used to.

**Contact us for a solution that fits YOUR needs!**

### On-Site or Virtual Options:

- 2-3 Hour Training Session
- 45 Minute Mini-Training
- Coaching



[www.mynsbt.com](http://www.mynsbt.com)

[info@mynsbt.com](mailto:info@mynsbt.com)

Norton Shores, MI 49441  
800.577.4293