



# FRED Talks + Guests

A Discourse Community for people curious about all things LEADERSHIP.

New Episodes Released Every Sunday at 3 pm.

[YouTube.com/LeaderLabs](https://www.youtube.com/LeaderLabs)

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## WELCOME

Thank you for joining Dr. Fred Garmon and LeaderLabs for [FRED Talks + Guests](#).

[FRED Talks + Guests](#) is a leadership development online talk show presenting relevant and practical leadership content through *interviews* with prominent leaders. Fred's goal is to address the ***“where has this stuff been”*** subject matter needed by faith-based and non-profit leaders—as Paul wrote to Titus, for ***“setting in order the things that are lacking.”***

## TONIGHT'S SPEAKER:

**Fred Garmon, Ph.D.** A University level lecturer and instructor— Fred integrates over 3 decades of practical ministry experience as a local church pastor with years of academic preparation in the field of Leadership Studies and more than a decade of international ministry in Southeast Asia.

## MORE ABOUT LEADERLABS

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

## TOPIC

**COMMUNICATION, Part 1 – with Pastor Tom Sterbens**

## EPISODE NOTES

*\*This FREDTalk is in the shadow of COVID-19 and the killings of Ahmaud Arbery and George Floyd.*

## GENERAL INFORMATION ABOUT LEADERSHIP

Leadership is:

1. **Influence**
2. **Initiative** – you must make the effort to execute.
3. **Interaction** – *leadership is about conversations.*

WORDS matter. Language is a messy thing.

\*What leaders do 98% of the time = Communicate.

Leadership is about persuading and informing and *entertaining* – “the leader’s purpose.”

## COMMUNICATION: The lifeblood of an organization

John Kotter, Harvard University –

*“When you think you’ve communicated, you’ve actually under communicated by 10,000%.”*

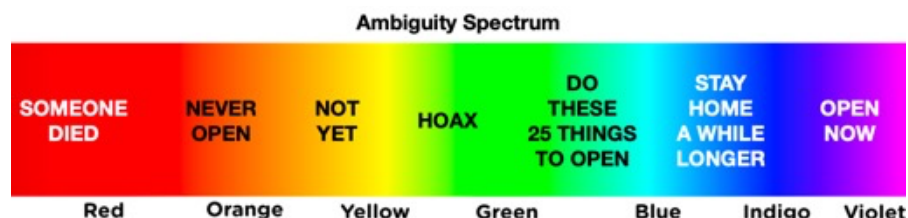
You never really know what you’ve said until you ask someone to repeat it back to you.

## CENTER FOR CREATIVE LEADERSHIP – 5 Tips for Communicating

1. Communicate relentlessly – especially during times of crisis.
2. Simplify and be direct
  - Be *Disneyland* simple.
3. Listen and encourage input – *don't allow yourself to live in a silo of your own thinking.*
4. Illustrate through stories
5. Affirm with actions
  - Put what you communicate into action – execute.

Less than ½ of all organizations have a crisis communication plan and less than this in the ministry.  
Ambiguity defines our time.

During crisis we really have to do our homework – The COVID-19 Ambiguity Spectrum.



Max De Pree – “The first responsibility of leadership is to define reality.”

Napoleon – “...define reality and give hope.”

## Pastor Tom Sterbens Interview about Reality and Ambiguity

John 2 – One of the first things Jesus did during his public ministry:

He went into the temple and adjusted the perception of worship – “Judgment begins in the house of God.”

Before we launch the redemptive mission to bring the answer, let's be sure we're not a part of the problem.

A key word that helps define current reality – “confession,” *ομολογία* – *homologeō*, -say the same thing.

We must begin by “declaring our current reality,” by confessing that judgement, honesty begins here.

## COMMUNICATION: A Few Important Tips

1. Deliver messages that matter to **your** audience(s).

Different groups need different information.

Who ***IS*** your target with this specific message?

- Who is **NOT** your audience?
  - a. You are not your audience.
  - b. The whole world is not your audience.
  - c. You're speaking to *your* “niche.”
  - d. Presentation matters.

**FREE RESOURCE** from Dr. Chuck Quinley – Media Light. [www.medialightonline.com](http://www.medialightonline.com)

2. Make sure your messages are “accurate” and “consistent.”

Ambiguity – Vagueness, having more than one meaning.

Be willing to say, “I don't know.”

People are fact-checking you as you speak.

## COMMUNICATION: Overcoming Personal Bias

Bias doesn't always happen consciously. It is a filter we see life through. Our assumptions and beliefs are shaped by our culture – *the way we were brought up*. Bias often happens because the brain makes short-cuts for us.

## COMMUNICATION: Being aware of Confirmation Bias

When the brain confirms what you think is true, instead of challenging what might actually be wrong, we seek out information that confirms what we already think or believe.

The *pre-frontal cortex* is the thinking part of the brain. But then there is the reptilian part of the brain, the size of a pea—called the *amygdala*. The amygdala produces the “flight or fight” response. The thinking part of the brain can take control of the amygdala.

We can learn to recognize our biases and challenge them.

You ought to go through life with CURIOSITY—wanting to learn, grow, and expand on the understanding and communication of TRUTH.

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## HOW TO CONTACT DR. FRED

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