



WORKSHOP OVERVIEW

Connection Before Content

BUILD TRUST BEFORE YOU TACKLE TOUGH CONVERSATIONS

Great Communication Begins Before the Conversation.

When communication breaks down, the problem isn't always communication.

It may be trust. Assumptions. Different communication styles. Or leaders who know what they want to say—but haven't built the relationship necessary for people to hear it.

Connection Before Content helps leaders and teams identify what gets in the way of productive conversations and gives them practical tools to build trust, communicate with intention, and strengthen workplace relationships.

WHEN CONNECTION IS MISSING

- Feedback feels like criticism.
- Difficult conversations become defensive.
- Teams make assumptions instead of seeking understanding.
- Small misunderstandings become bigger problems.
- People talk—but don't actually connect.

THE ORGANIZATIONAL IMPACT

- Trust erodes.
- Collaboration suffers.
- Accountability becomes harder.
- Leaders avoid important conversations.
- Engagement and effectiveness can decline.

Connection isn't a soft skill. It's a leadership strategy.

What Participants Will Learn

Build trust before communication — Create the conditions for people to be open and receptive.

Listen with greater intention — Move beyond hearing words to understanding perspectives.

Communicate with empathy and clarity — Balance what needs to be said with how it is experienced.

Strengthen workplace relationships — Recognize behaviors that build—or damage—connection.

Improve collaboration — Use practical strategies to create stronger working relationships.

THE EXPERIENCE

This Isn't Another Communication Workshop.

Many communication programs focus on: “What should I say?”

Connection Before Content™ focuses on:

“What needs to happen before people are ready to hear it?”

Participants don't simply learn communication concepts. They reflect, discuss, practice, and apply strategies to real workplace situations.

REFLECTION

Identify communication habits and opportunities for growth.

DISCUSSION

Explore real workplace scenarios and challenges.

PRACTICE

Use tools they can immediately apply.

ACTION

Create specific commitments for improvement.

Develop Your Leaders • Strengthen Your Team • Build Your Talent Pipeline

RISING PHOENIX LEADERSHIP • Leadership Development | Coaching | Facilitation | DISC



Why Rising Phoenix Leadership?

You don't need another “one-and-done” workshop. You need someone who understands what happens before, during, and after the training.

Karen Mellen brings more than 20 years of Human Resources experience together with leadership development, coaching, behavioral assessments, and facilitation. She doesn't simply deliver content. She asks questions. She listens. She identifies patterns. She adapts the experience to your people. And she helps leaders turn what they learn into behaviors they can actually use.

That's the difference between hiring a trainer and gaining a leadership development partner.

Designed Around Your Organization

This experience can be customized for leadership teams, managers and supervisors, emerging leaders, HR professionals, project and cross-functional teams, nonprofit organizations, and customer-facing teams.

Examples and activities can be tailored to your industry, audience, leadership level, and organizational goals.

Flexible Delivery

60-Minute Keynote • 120-Minute Interactive Workshop • Half-Day • Full-Day • Multi-Session Leadership Series

Virtual and in-person delivery available.

FROM LEARNING TO ORGANIZATIONAL IMPACT

What Your Organization Can Gain

- | | |
|---------------------------------|-------------------------------|
| ✓ Stronger collaboration | ✓ Greater employee engagement |
| ✓ Improved communication | ✓ Healthier team culture |
| ✓ Increased trust | ✓ Reduced misunderstandings |
| ✓ More productive conversations | ✓ Stronger accountability |

This Is Where the Partnership Begins

A workshop can create awareness. Lasting change requires application.

Rising Phoenix Leadership can work with your organization beyond the workshop through coaching, facilitation, behavioral assessments, and additional leadership development experiences—helping leaders translate learning into everyday behaviors.

The goal isn't a great workshop. The goal is better leadership.

Let's Talk About What's Happening on Your Team.

Every organization has a different communication challenge. Maybe your leaders struggle with difficult conversations. Maybe trust has eroded. Maybe departments aren't working together. Maybe your managers need practical tools—not another presentation.

Let's start with the challenge you're experiencing and determine whether Connection Before Content™ is the right solution for your organization.

BRING CONNECTION BEFORE CONTENT TO YOUR TEAM

Karen Mellen **Rising Phoenix Leadership**

www.risingphoenix-leadership.com

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