



114 | DIRECT COMMUNICATION STRATEGIES

“Clear is kind. Unclear is unkind.” – Brené Brown

DESCRIPTION

Direct communication is clear, respectful, and impactful. This lesson equips students to share observations, give feedback, and challenge clients while maintaining trust.

KEY IDEAS

- Clarity without judgment.
- Naming what you notice.
- Balancing candor with compassion.
- Ask permission when sharing observations.
- Direct communications are client-focused, neutral in tone, and name specific observations.
- Direct communications evoke awareness, maintain presence, and include active listening.

FREQUENTLY SHARED OBSERVATIONS

- Sensing that the client is veering away from their desired outcomes.
- Noting changes in tone, pace, and body language.
- Naming patterns, challenging gently, offering reflections.
- Noticing limiting beliefs, lack of agency, misplaced assumptions.

ACTION STEPS

- Practice sharing an observation neutrally.
- Role-play giving feedback in coaching.
- Reflect on your own communication style.

DISCUSSION QUESTIONS & CASE STUDIES

- When did someone’s direct words help you most?
- What holds you back from being direct?
- How do you know when to challenge a client?
- What’s the difference between bluntness vs. respectful directness?
- What makes communication empowering?
- Case Study – Client avoids accountability. What do you say?
- Case Study - Client avoids agency saying, “I’m not a leader,” or “I don’t have authority.”
- Case Study - Client blames others or avoids accountability.

CLOSING QUESTION, THOUGHT & ACTION STEP

- **Question:** What direct communication will you try this week?
- **Thought:** Directness builds clarity and trust.
- **Action Step:** Journal about your own experiences with change.

