

The background is a complex, layered composition. It features two grayscale profiles of human faces, one on the left and one on the right, facing each other. Overlaid on these are various geometric elements: a grid of thin white lines on a pinkish background, several large yellow circles, and thick, curved red lines that sweep across the scene. The overall effect is a blend of organic human forms and abstract, graphic design elements.

EFFECTIVE COMMUNICATION WITH STAFF AND FAMILIES

Presented by **The Mediation Center of the Pacific, Inc.**

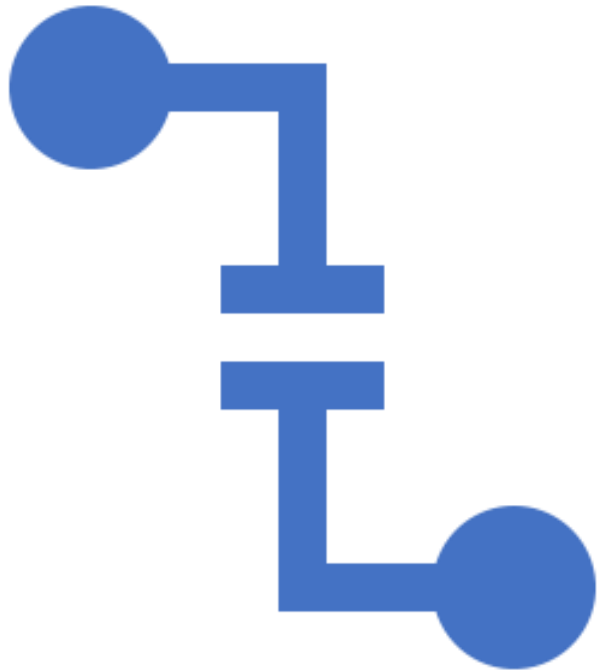
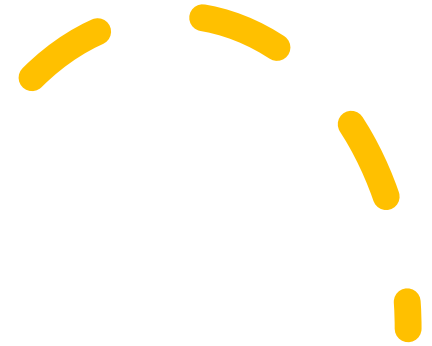
EFFECTIVE COMMUNICATION
IS A KEY QUALITY OF
SUCCESSFUL LEADERSHIP

During a crisis,
effective
communication
is critical.




Put Yourself in Charge of
You
Accept Responsibility

Provide a clear explanation of what your organization is doing to manage operations, to keep staff and residents safe (both physically and digitally in terms of data), and the expected steps that will be taken.



In these situations, while your organization has no control over the event itself, that doesn't dissipate the frustrations of staff, residents, and family members, in the moment, and them publicly airing these frustrations.





Address the needs

Address any immediate questions

Listen Deeply to Understand



E mpathize

A sk Questions

R eframe

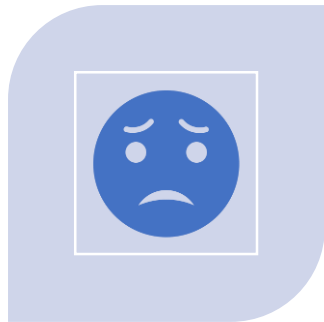
S ummarize



Sympathize & Empathize

Share genuine empathy and connection -- demonstrate you know what's at stake.

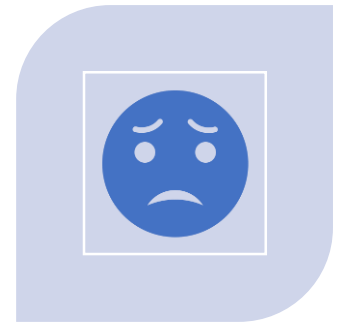
Empathize



“THIS HAS BEEN REALLY SCARY FOR ALL OF US...”

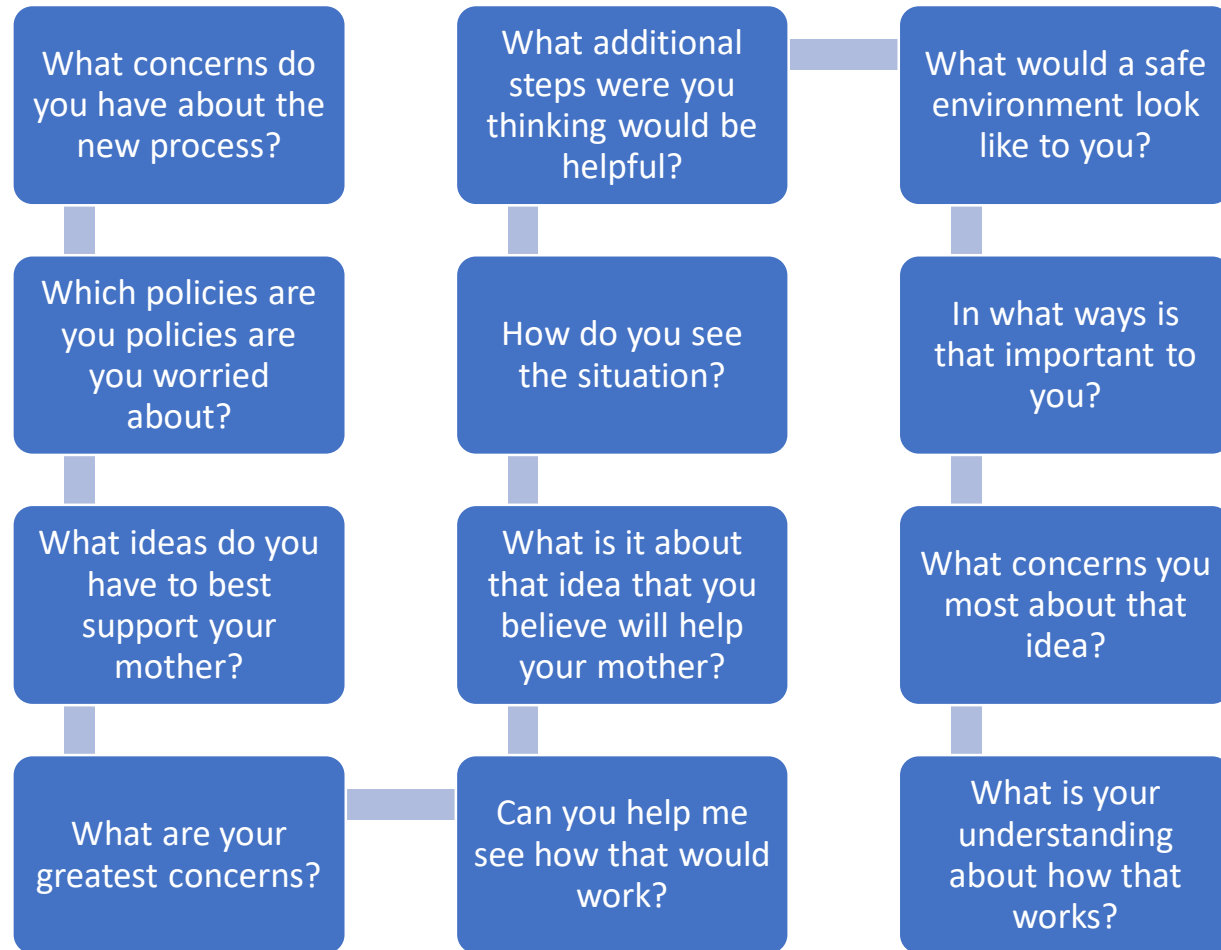



“YOU’RE WORRIED ABOUT HOW WE’RE GOING MAINTAIN A SAFE WORKPLACE.”



“YOU’RE REALLY STRESSED ABOUT HOW YOU’RE GOING TO MANAGE EVERYTHING DURING THESE DIFFICULT TIMES.”

Ask Powerful Questions





Summarize and repeat back what you heard.

Summarizing the speaker's key points and needs let's them know that you truly are listening to them and care about what they are saying.



Reframe: Soften Your Language

- **Focus on actions or traits, not on qualities**
- **Focus on observations, not hidden motives**
- **Describe, don't evaluate or judge**
- **Focus on shared ideas and reactions**
- **Be specific**
- **Use "I" statements: speak from your own feelings (not advice or opinions)**





I'm hearing that
you don't feel
supported and I
want to understand
what else we can
do to address that.

Tell me what ideas you have
that would help to make you
feel more comfortable.

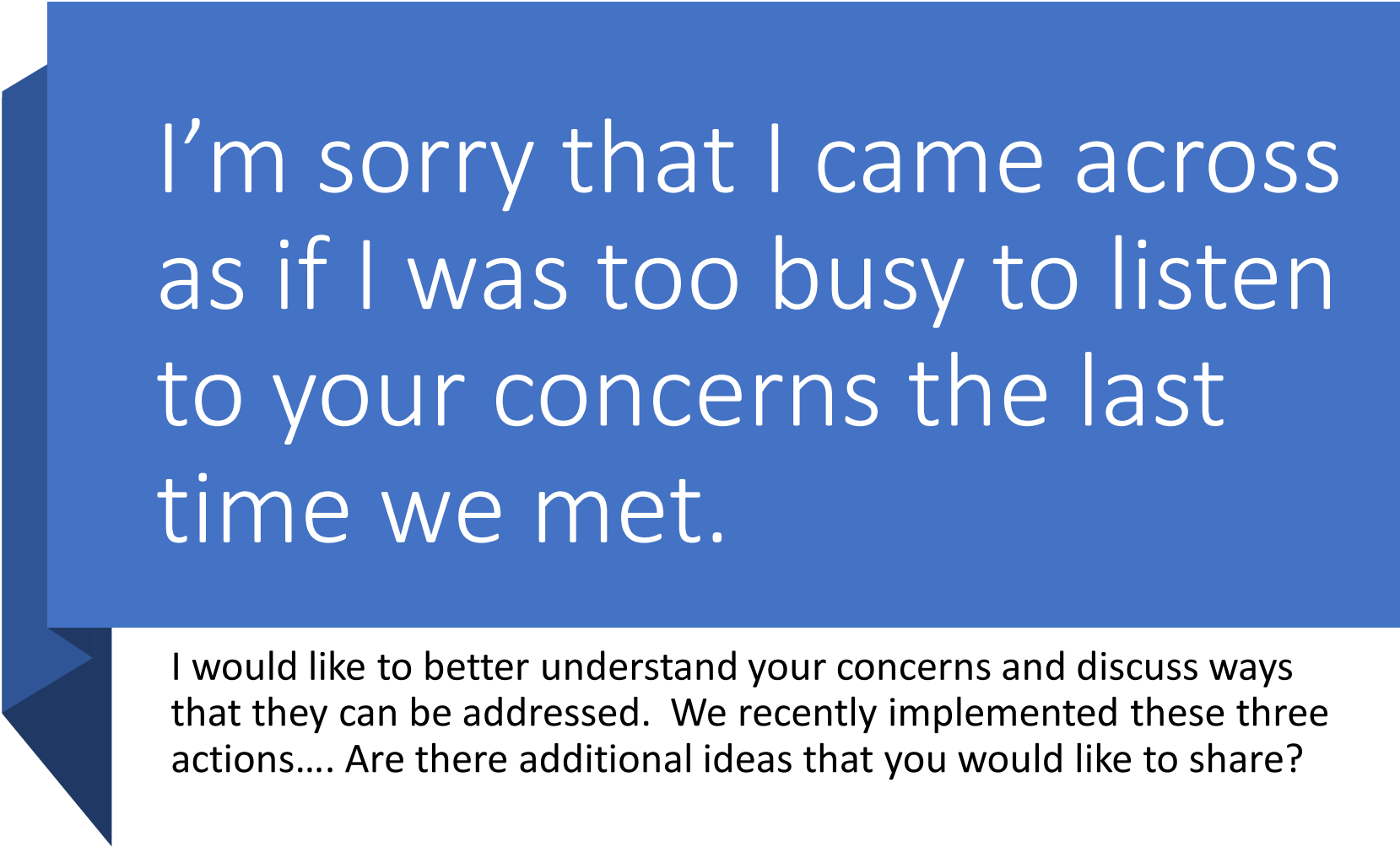


Speak to Be Understood

Use non-threatening language

Don't be defensive

Share your perspective

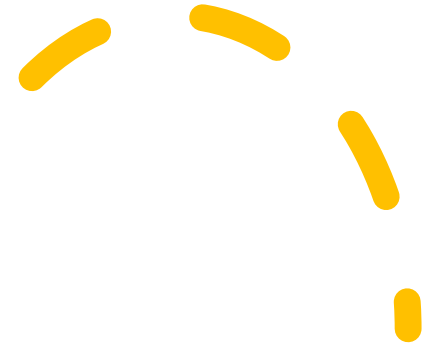
A large blue speech bubble graphic with a folded corner on the left side, containing white text.

I'm sorry that I came across as if I was too busy to listen to your concerns the last time we met.

I would like to better understand your concerns and discuss ways that they can be addressed. We recently implemented these three actions.... Are there additional ideas that you would like to share?



Provide Continuous
Communication and
Regularly Update
Information



Provide an update on
facts... what you know...
what you're doing

Apologize and honestly convey to them that you truly
understand how frustrating and difficult it is for them



Remember That
Communication
is More Than
Words

When it comes to a crisis, it's not just what you say or how you say it -- it's the combination of what you say, how you say it and the actions that follow that will determine how people respond.



Be Patient.
Be Supportive.
Show You Care.

Speak with compassion and respect.



MAHALO!