EFFECTIVE COMMUNICATION IS A KEY QUALITY OF SUCCESSFUL LEADERSHIP

During a crisis, effective communication is critical.
Put Yourself in Charge of You
Accept Responsibility
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.

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.
Address the needs

Address any immediate questions
Listen Deeply to Understand

- Empathize
- Ask Questions
- Reframe
- Summarize
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 TO MAINTAIN A SAFE WORKPLACE.”

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

- What concerns do you have about the new process?
- Which policies are you worried about?
- What ideas do you have to best support your mother?
- What are your greatest concerns?
- What would a safe environment look like to you?
- In what ways is that important to you?
- What additional steps were you thinking would be helpful?
- How do you see the situation?
- What is it about that idea that you believe will help your mother?
- Can you help me see how that would work?
- What concerns you most about that idea?
Summarize and repeat back what you heard.

Summarizing the speaker’s key points and needs lets 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
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!