

Welcome to our virtual waiting room!

While you wait for the session to start, please take time to:

1. Familiarize yourself with BlueJeans
2. Check your name- update first and last if incorrect
 - **1** in the picture
3. Visit the chat window
 - **2** in the picture
4. Visit the question & answers window
 - **3** in the picture

BlueJeans Participant Screen

Attendee View

(David Lee)

Entry banner alerts Attendee that nobody will be able to see or hear them.

Event title → Sales Kickoff

Speaker Volume →

Mute Speaker →

Full Screen →

Exit the event

Main (roster) view **1**

Chat w/ everyone **2**

Chat w/ Moderator

Questions & Answers **3**

Expand side navigation (display Presenter roster)

Settings (choose which speaker to use)

Slider bar – drag to change the size of video and content

Year	RED	BLUE	GREEN	YELLOW
2004	10%	15%	20%	25%
2005	25%	30%	35%	40%
2006	40%	45%	50%	55%
2007	55%	60%	65%	70%
2008	70%	75%	80%	85%
2009	85%	90%	95%	100%
2010	90%	95%	100%	105%
2011	100%	105%	110%	115%

Lunch with Leaders LIVECast:
Five Steps for Improving Internal Communications

July 29, 2021



Welcome to Lunch with Leaders

- ▶ Welcome
- ▶ What is *Lunch with Leaders*?

The screenshot shows a web page from Penn Medicine's UPHS COVID-19 Learning portal. The page has a dark blue header with the Penn Medicine logo and a search bar. A red sidebar on the left contains a menu with items like 'Curricula for Clinicians', 'Treatment and Testing Guidelines', 'Infection Control and PPE', 'Quick References', 'Telemedicine', 'Switchboard (PennKey protected)', 'Pennchart Education', and 'Patient and Family Communication'. The main content area is white and features the title 'Lead Strong' with a home icon and breadcrumb. Below the title is a paragraph of text: 'As a Penn Medicine leader, we truly appreciate all you are doing to navigate these unprecedented times. Whether leading teams on the front lines or adapting to the new virtual environment, each and every one of you have stepped up like never before.' This is followed by another paragraph: 'This site is designed to provide ideas and best practices around leading yourself and your team during adversity. Remember that there is a potential for leadership at all levels. Now is the time to take action and make a difference. Use these resources plus your own creativity to design new ways to lead in tough times, great times and everything in between.' To the right of this text is the 'LEAD STRONG' logo, which consists of two overlapping circles, one yellow and one blue. At the bottom of the page, there is a box with the 'LEAD STRONG' logo and the text: 'We are leading in a time of transformation. "Lunch with Leaders" is a one-hour, virtual leadership development series which Penn Medicine leaders can connect and share practical tips for leading effectively. Please join us live, Thursdays at noon! BYOL - bring your own lunch!' The page also includes a search bar in the top right corner.

What's in the Mail?

What did you enjoy about the last session?

I think the **honest feedback** in knowing you are not the only person experiencing this.

This **really resonated with me** and I appreciated the honesty

Every session has touched on things we experience on a daily basis, keep them coming.



Post-event feedback and anonymous comments from the evaluation survey

Sign Up for Upcoming Trainings!

**Virtual Sessions with Michelle Weitzman-Garcia, PhD:
9/23, 10/12 and 11/2**



Tools and Resources for Building a Feedback Rich Environment: Essentials (9-12 noon)



Using Behavioral Competencies for Development Planning and Interviewing (1 – 4 PM)

Your Are Invited to the Next Book Club!



How to Change



The Science of Getting from
Where You Are to
Where You Want to Be

Katy Milkman

Foreword by Angela Duckworth

September 29, 2021

7 – 8 PM

Register today!

**Order your
complementary copy by
September 17**

Obtaining CME/CE Credit

To received CME/CE credits:



Text the event code to (215) 398-6728



Login at <https://upenn.cloud-cme.com> and enter the event code via My CE/CME >> Claim Credit



CloudCME app – Institution Code UPENN; enter the event code via Claim Credit

**Event Code:
72908**

*You must have a profile in the system,
<https://upenn.cloud-cme.com>,
to get credit*

Today's Objectives

- ▶ Understand key fundamentals of strong communication
- ▶ Discuss strategies to develop clear, persuasive and high impact communication that builds trust and drives engagement
- ▶ Examine changes during COVID and what's anticipated for the future
- ▶ Share your strategies on effective communication and get ideas from others

Participate in Poll Everywhere

#1



#2 What emotions are you feeling today?

Lunch with Leaders Guests



Sean Grady, MD
Physician Director,
Neuroscience Service Line

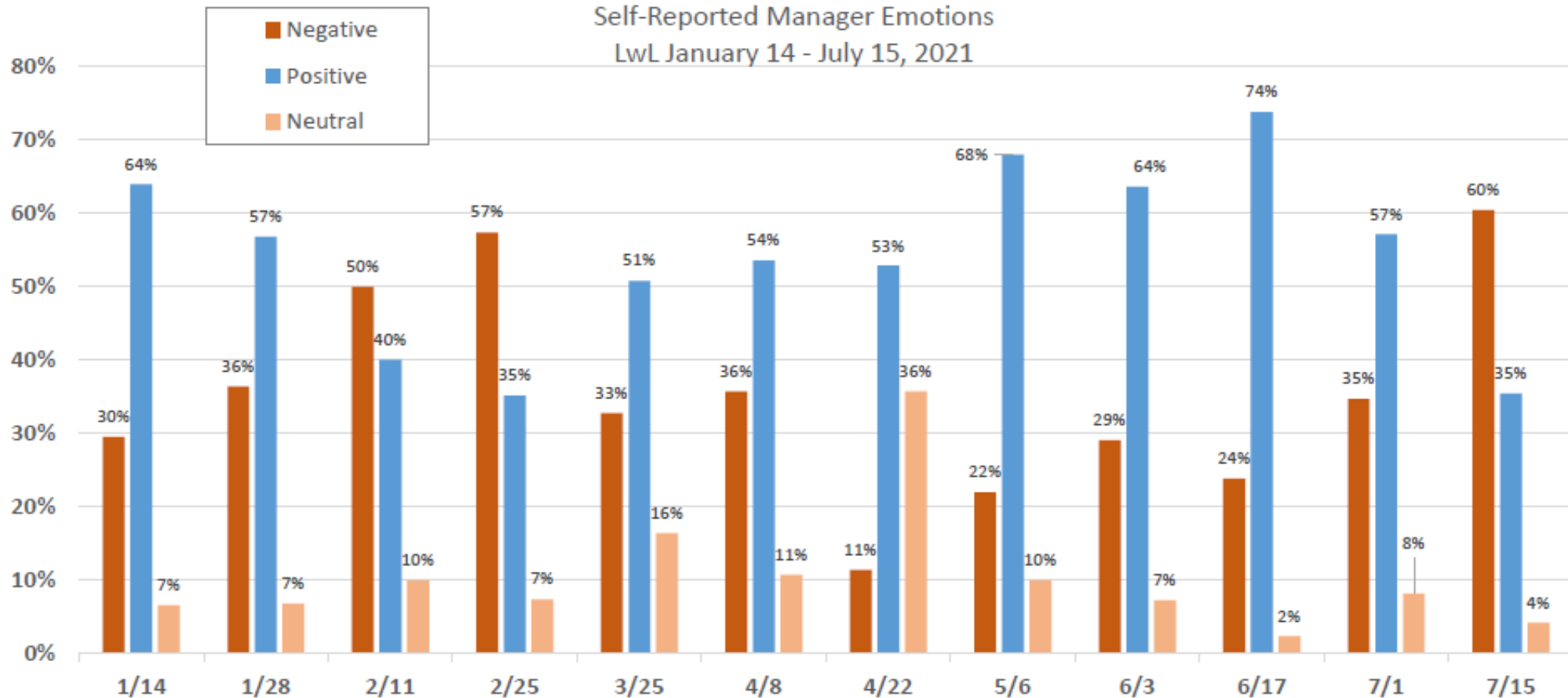


Sarah Johnson
Chief Operating Officer,
Penn Medicine at Home



Debbie Foster
Senior Director,
Internal Communications

Manager Emotions: 2021



What emotions are you feeling today?

Start the presentation to see live content. For screen share software, share the entire screen. Get help at pollev.com/app

1 B.L.U.F.

B.L.U.F. is a military acronym that stands for:

- *Bottom*
- *Line*
- *Up*
- *Front*

B.L.U.F. communications note the conclusion at the beginning of the message and follow it up with the context.



Did you know:
the average person
spends nearly **30% of the
workday** reading and
answering emails.*

2 Context is Everything

► Or, what's in it for me?

At their core, all people want to know how anything will impact them personally. By centering your messages on your employees will help get attention and drive actions.



”THE FOOL TELLS ME **HIS** REASONS.
THE WISE MAN PERSUADES ME WITH
MY OWN.”

Aristotle

3 Rinse and Repeat *and repeat, and repeat, and repeat...*

Leaders can use repetition to break down resistance in the following ways:

- ▶ **Vary delivery** - Reinforce messages in different ways, using a different tone, level of detail, or perspective each time.
- ▶ **Use positive reinforcement** - Recognize individuals who demonstrate they hear and support key messages.
- ▶ **Lead by example** - Reinforce key messages through your own example and behavior.

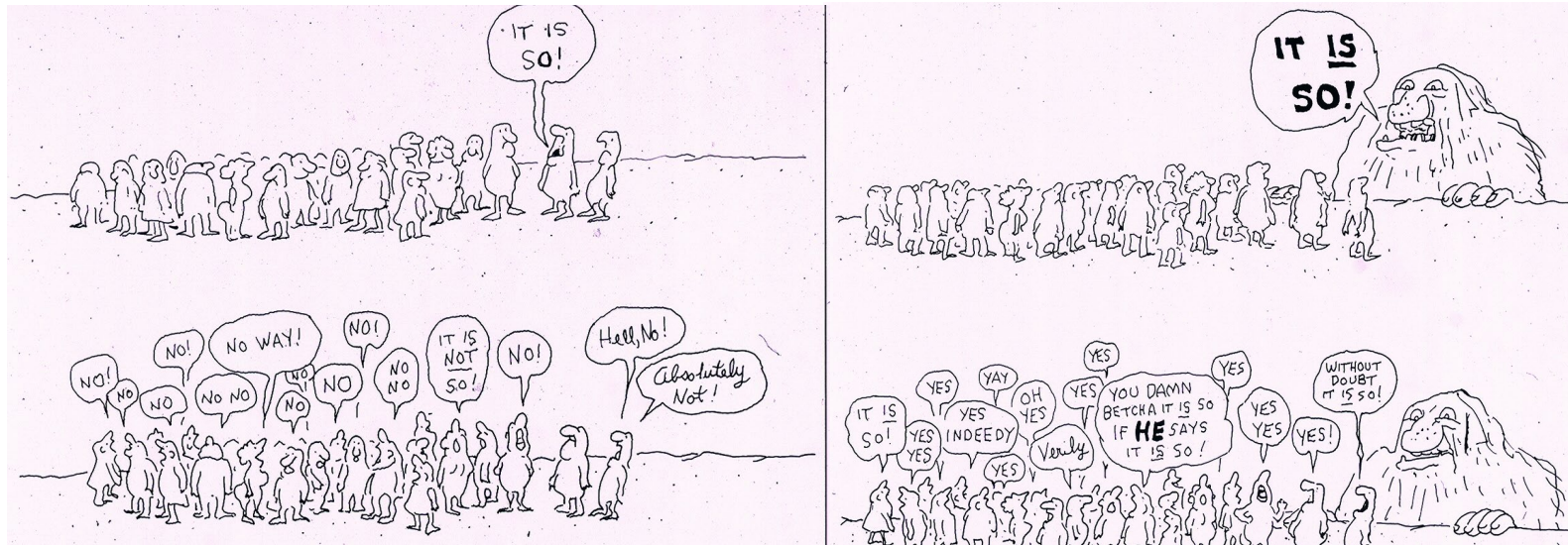


The psychological impact of message repetition has been studied for more than a century.

Research has proven that the more someone hears something or practices a task, the more the brain responds and remembers.

4 Find your influencers

- ▶ Internal influencers are, essentially, **people who other people listen to and like.**
- ▶ We trust people we like, and we like people we trust.



5 Establish Team Norms

Don't assume everyone knows the expectations! Establish norms with your team for when and how you will communicate.

Ask yourself and your team some questions including:

- ▶ What sources do they go to for their information?
- ▶ How do they like to consume information?
- ▶ What are their core values? Their goals?
- ▶ What is the toughest part of their day?

What outcomes you might establish:

- ▶ **Guiding principles**
 - *If you are asking for something, always include the timeframe in which you need it!*
- ▶ **Channels and cadences**
 - *If a response is required or requested ASAP, send a text message or use MS Teams messages*
- ▶ **Subject line style guide**
 - *If a response is required, include [RESPONSE REQUIRED BY (DATE, TIME)]*

Next Lunch with Leaders LIVECast



Lunch with Leaders

*Mark Your Calendars for
September 9th at 12 noon!*

Exit Poll Everywhere

