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
Lunch with Leaders LIVECast:
Five Steps for Improving Internal Communications

July 29, 2021
Welcome to Lunch with Leaders

- Welcome
- What is Lunch with Leaders?
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!

September 29, 2021
7 – 8 PM

Register today!

Order your complementary copy by September 17
To receive 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
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You must have a profile in the system, https://upenn.cloud-cme.com, to get credit.

For further assistance, please contact penncme@pennmedicine.upenn.edu.
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

Self-Reported Manager Emotions
LwL January 14 - July 15, 2021

- Negative
- Positive
- Neutral
What emotions are you feeling today?
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.*
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
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.
Internal influencers are, essentially, **people who other people listen to and like**.

- We trust people we like, and we like people we trust.
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

Mark Your Calendars for September 9th at 12 noon!
Exit Poll Everywhere