

TLS TRAINING SESSION

Communicate Clearly Amidst Chaos & Crisis



IN TODAY'S SESSION

You will ...

1. Identify your biggest challenges when communicating during chaos/crisis
2. Practice skills to develop your ability to stay calm during chaos/crisis
3. Utilize a Crisis Communication strategy to proactively share information



Learning Agreement

- *Confidentiality*
- *Non-judgment*
- *Deep listening*
- *Share to your level of comfort*
- *Speak without interruption*
- *Minimize distractions*

UNIQUE CHALLENGES DURING CRISIS COMMUNICATION



Managers trying to communicate during crisis often face unique (and common!) challenges:

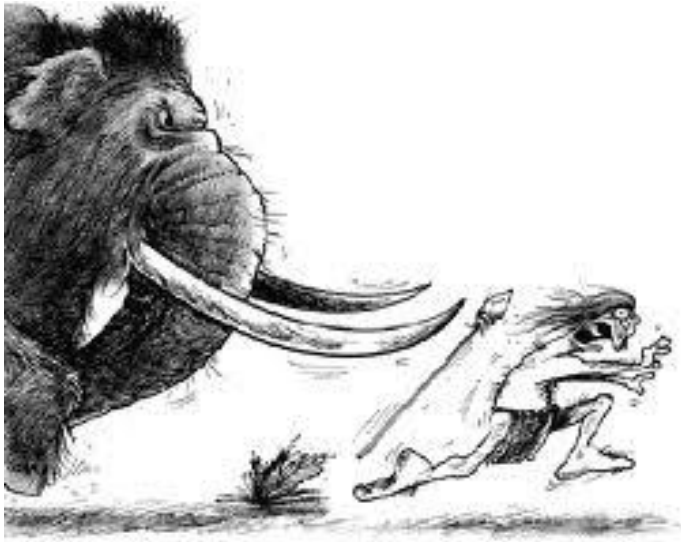
1. Limited resources and overwhelm
2. Lack of clear information or direction
3. Balancing transparency and reassurance
4. Maintaining morale and motivation
5. Diverse staff communication needs/preferences

Think of a crisis during which you needed to communicate to staff.

Which of these challenges did you face?

Give one example of how you handled it.

OUR PRIMITIVE NERVOUS SYSTEM



Throughout our daily life, we experience and interpret events through our **nervous system first** ... and then through our body functions, thoughts and emotions.

Our nervous system evolved with the sole purpose of keeping us safe and alive in the world.

When “danger” is perceived by the nervous system, we go “off line” losing connection to our pre-frontal cortex (rational thought).

This is why when we are faced with stressful situations, we have immediate reactions which often impact our capacity to think rationally, at least temporarily!

HOW TO MAINTAIN YOUR CALM DURING CRISIS/CHAOS

“When things fall apart, it’s a chance for leaders to step forward and become a secure base to the people around them.”

~ Peter Meyers, Shann Nix – As We Speak

Regulate Yourself

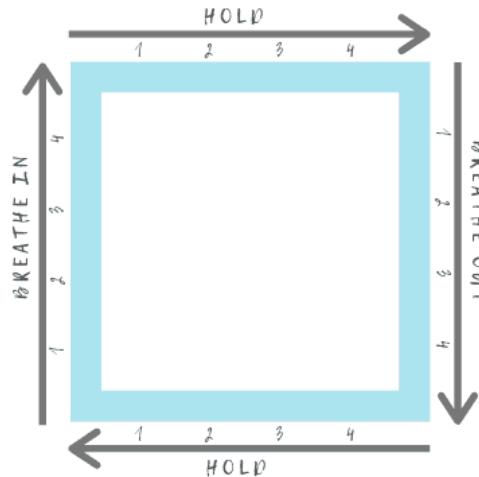
Action	Regulation
PAUSE	Give your brain a chance to catch up with your nervous system
NOTICE	Notice your urge to react (want to yell, run away, freeze, collapse/disappear)
BREATHE	In through your NOSE and let out an audible SIGH through your MOUTH
MOVE	If possible, MOVE your body (walk, rock, stretch) ... if not physically possible – IMAGINE moving your body
SENSE	Tune into your senses - what do you see, hear, smell, taste or feel (touch)
SAY	Something that helps you feel safe (“I can handle this”, “Everything will be OK”)

WAYS TO STRENGTHEN CALM PRESENCE

Belly Breathing



Box Breathing



*How does your calm presence affect communication?
And why does that matter?*

GROUNDING WITH YOUR FIVE SENSES

What are 5 *ideas*

5 THINGS YOU CAN SEE		SUN PICTURE ON THE WALL PEOPLE WALKING
4 THINGS YOU CAN FEEL		WIND BLOWING FEET ON THE FLOOR PENCIL IN HAND
3 THINGS YOU CAN HEAR		BIRDS CHIRPING CLOCK TICKING CAR HORNS
2 THINGS YOU CAN SMELL		FOOD FROM THE CAFETERIA LAUNDRY DETERGENT ON CLOTHES FRESH CUT GRASS
1 THING YOU CAN TASTE		MINT Breakfast TOOTHPASTE

WHY COMMUNICATING CLEARLY MATTERS

When communicating during a crisis/chaos, you are meeting the basic human needs of your staff related to:

- **Security**
- **Connection**
- **Contribution**

You have the opportunity to:

- **Provide insight where there is confusion**
- **Offer security where there is fear**
- **Demonstrate honesty in the face of suspicion**

When in doubt, overcommunicate!

CRISIS COMMUNICATION FORMULA

To improve your communication during crisis, follow these prompts to craft your message:

Step 1: **Here's what we know for sure**

- What details can you share with absolute certainty?
- The more accurate the information, the more credible you become and the more you address people's fears

Step 2: **Here's what we don't know**

- Acknowledge the reality and address main concerns
- Be honest, speak with authenticity



CRISIS COMMUNICATION FORMULA

To improve your communication during crisis, follow these prompts to craft your message:

Step 3: **Here's what I think**

- This is an opportunity to share your perspective as a leader
- Share your opinion about the situation along with any 'gut feelings' / intuitions

Step 4: **Here's what we can do**

- People need to contribute to feel they make a difference
- The future depends on how well everyone pulls together



CRISIS COMMUNICATION FORMULA

To improve your communication during crisis, follow these prompts to craft your message:

Step 5: Here's what you can count on from me

- Make a commitment on which you can follow-through
- You become a secure base for staff and build an environment of trust

Step 6: Here's why it's worthwhile

- People need hope
- Create meaning out of facts and share with the people who look to you for guidance



CRISIS COMMUNICATION – LET’S APPLY IT!

Crisis Communication Formula	<i>Example: A water pipe has burst in a facility</i>
1. Here’s what we know for sure	<i>Affected 13 apartments</i>
2. Here’s what we don’t know	<i>Long term effects of water damage</i>
3. Here’s what I think	<i>We need to immediately ensure resident safety</i>
4. Here’s what you can do	<i>Go to each apartment and reassure residents that we will address as quickly as possible</i>
5. Here’s what you can count on from me	<i>I will give you hourly updates on how we are addressing the situation</i>
6. Here’s why it’s worthwhile	<i>We need to ensure that our residents know we put their wellbeing first</i>

INSPIRATION!



In the midst of
movement and chaos,
keep stillness inside
of you.

Deepak Chopra

CONTACT & FOLLOW US ON INSTAGRAM!



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