

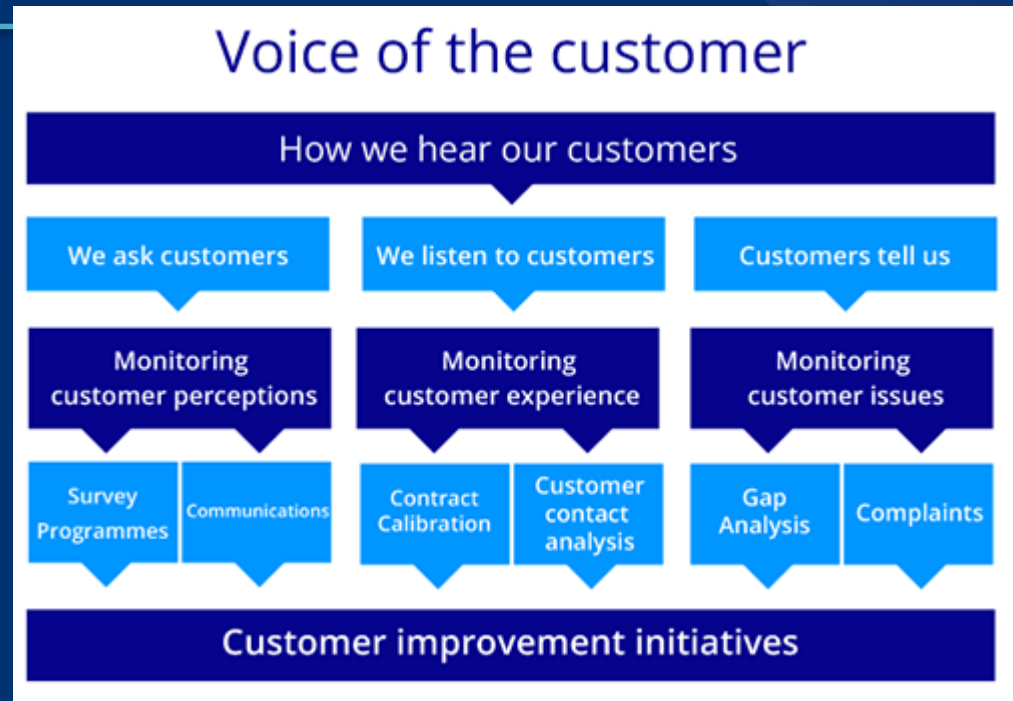
Let's Talk

Know what is trending in our organization.
Identify threats to your vision.
Get clarity you need to lead.

Be fire-preventer in chief not fire fighter in chief.



Let's Talk



- Take a systems approach: Break down the silos, create an expectation of service, provide training for your entire team
- Be a **key communicator** – someone that shapes the brand of your organization
- Master the inbound communication traffic
- Be authentic – don't just listen make people feel heard, show them you care – earn their trust. Have those crucial conversations
- Don't depend solely on the power of technology: *threats come from everywhere*
- Solution is called "Let's Talk" – Voice of the customer. Ask the following: is this a question, comment, suggestions, concern, or compliment?
- Thank them, empathize that you feel their pain, answer the question, tell them to contact you if they need more information