

360° Communication: Combatting “I don’t know”

Deanna Graham

April 3, 2024



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Today’s Takeaways:

Identify opportunities for collaboration and coordination when planning initiatives to reduce instances of “I don’t know.”

Describe who needs to know what and when within the planning timeline.

Review tools to help with planning, collaboration, and inclusion.



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Today's Thoughts:

Less is more.

In person communication is still the gold standard, no matter the demographic.

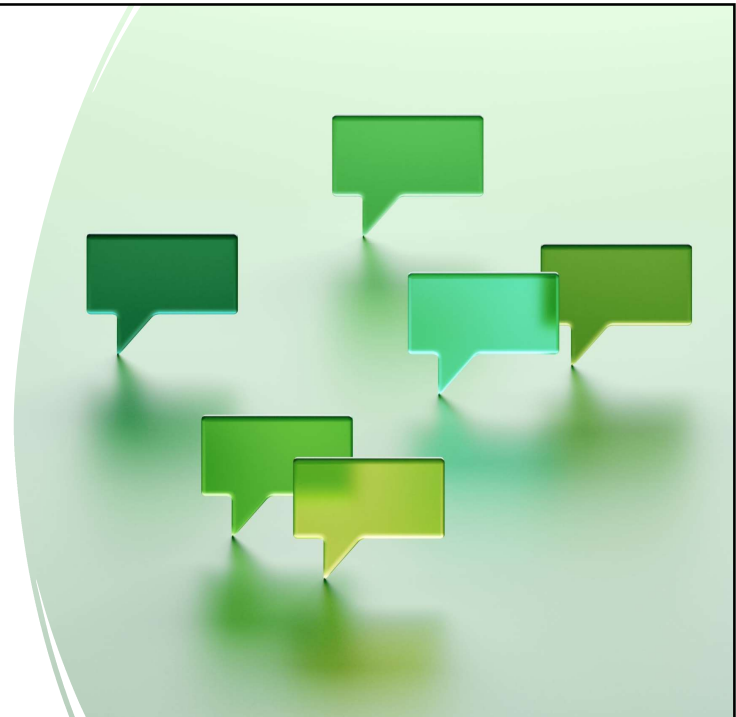
Use your audience's communication preference for the best results.



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Pair share!

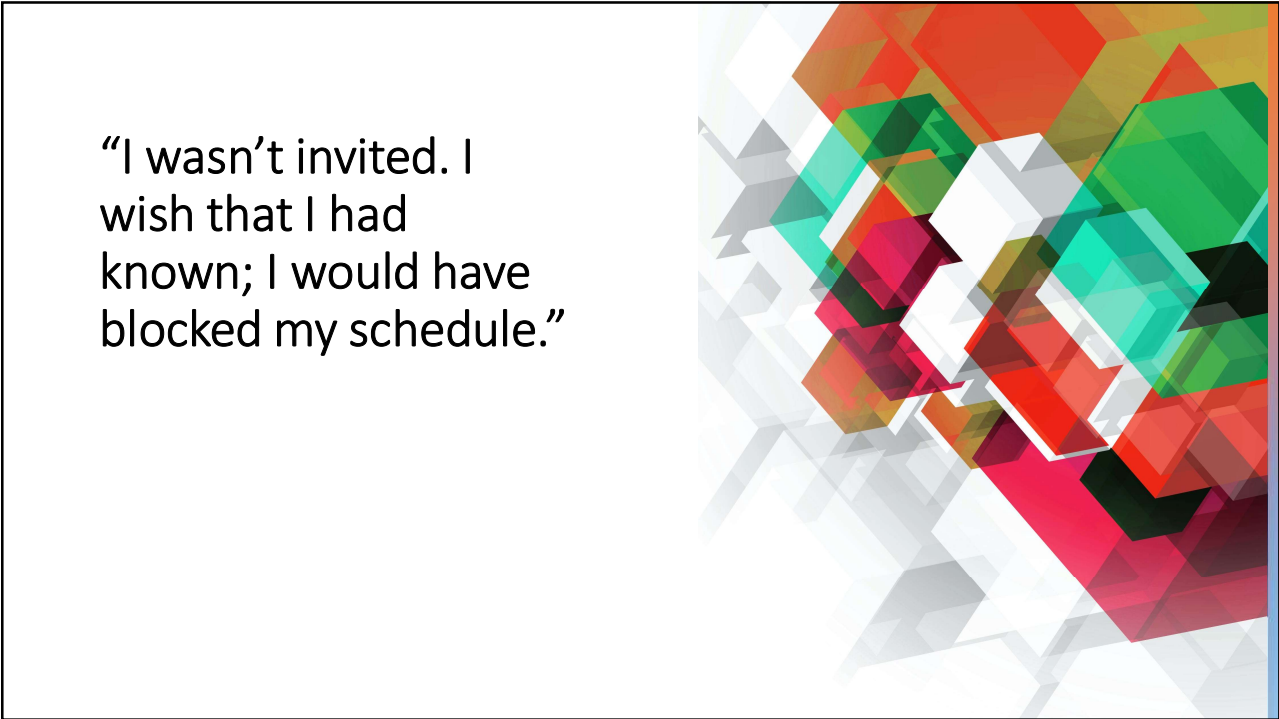
Describe a recent communication issue in your area.



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“There’s an AV issue. We can’t use this room today. We need to move to another space.”



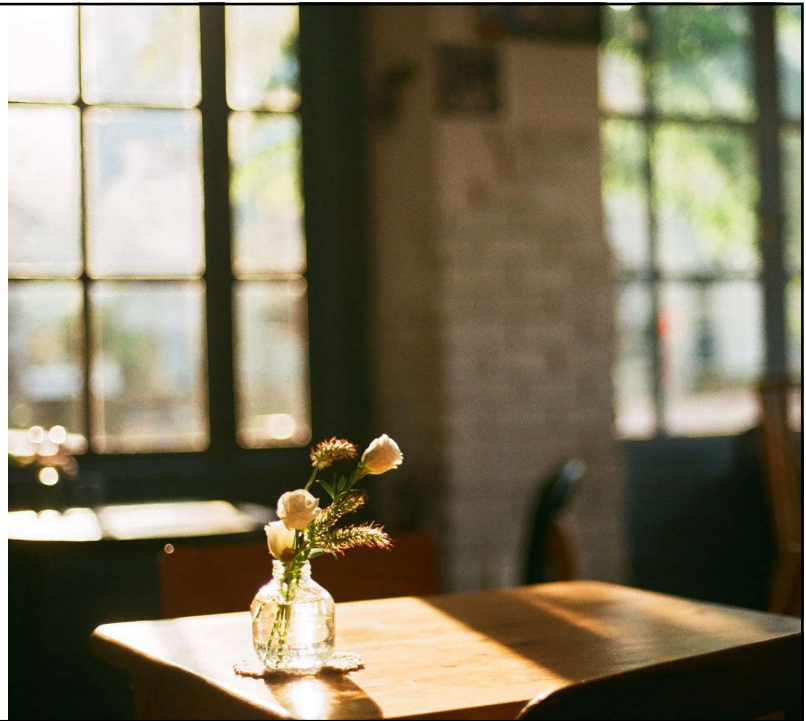
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“Why is the pool closed?”



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“I didn’t know that the dining room was closed, so we didn’t eat dinner.”



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COMMUNICATION FAILS

Why do they happen?

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Move from Defense to Offense

What should we do to respond to this?



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Are you communicating to
your stakeholders in a way that
is best received?

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Communication Planning

**WHO NEEDS TO KNOW WHAT?
WHEN?
*HOW?**



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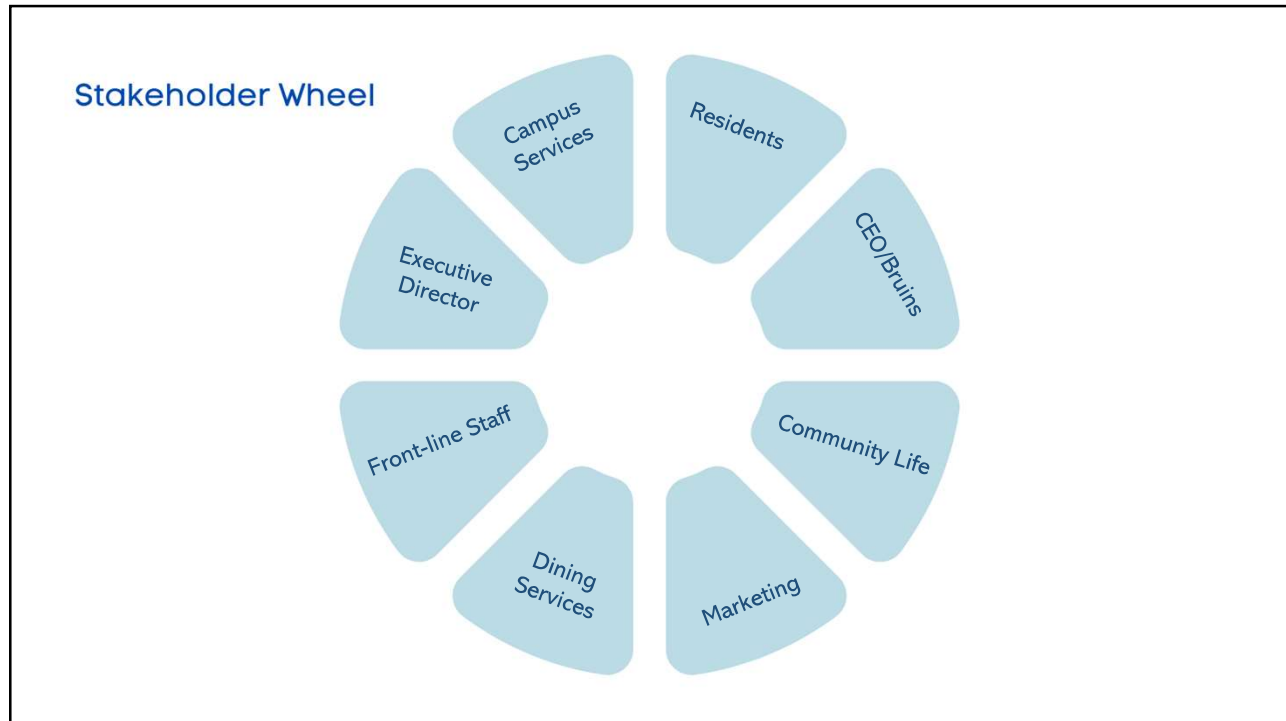
EXERCISE

At the request of the CEO, Community Life and the Resident Council are co-sponsoring a big gala 6 months from now (September 2024) to celebrate breaking ground on a new community. They plan to invite residents and their families, potential residents, board members and leadership.

It will involve many departments working together.



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How do you plan for the year?

MY DEPARTMENT

- A. Plans the whole year out
- B. Plans month-to-month
- C. Planning? What planning?

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Year-Out Plan: Benefits

Coordination among multiple departments

Helps with the budgeting process

Fewer surprises

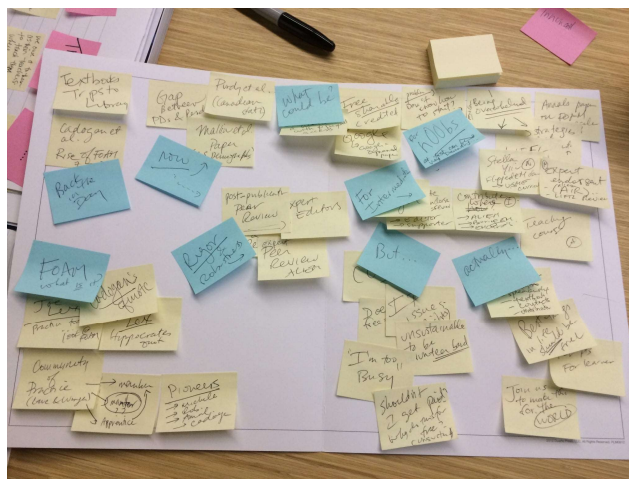
Avoids fight or flight

Includes your team in the planning process



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Yearly Planning Exercise



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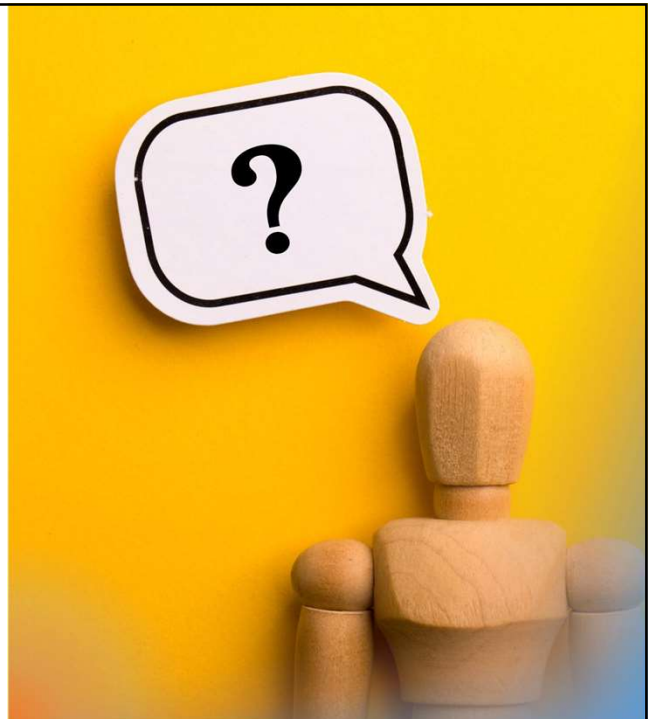
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What works for one
may not work for
another.



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Think about how you send
out information...does it
work for everyone?



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TOOLS

Running Calendar



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Running Calendar

What goes in a running calendar?

Everything and anything!

Payroll

Time off

Schedule changes

Events - those that affect your work area and events you can/should attend

Due dates

*A basic list, in chronological order with upcoming items.

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Running Calendar

- 12/22- Team Meeting Swasey Room 12-1pm
- Santa Visits 12:30pm Ridge and Woods
- Staff Yoga 5pm
- 12/26- Observed Holiday for Christmas- Team Off
- 12/27- PT tallies due to Deanna
- 12/27-12/28- Deanna Off, Ginny Off
- 12/28- Aqua Volleyball 1:30pm Woods
- 12/29- Team Meeting Swasey Room 12-1pm
- 12/30- Payroll processing
- PT tally revisions to Deanna
- Steve and Lauren Off
- 1/2- Observed Holiday for New Years- Team Off
- 1/2- 1/27- Wellness Bingo
- 1/4- Bowling Outing- Exeter Bowling Lanes 1-2pm
- Aqua Volleyball- 1:30pm- weekly
- 1/7- Line Dancing 3:00- 4:30pm Ridge Fitness Classroom- Sara



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Tools

Next Week Recap



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Next Week Recap

Good Morning Team,
What an amazing, full week! It was a blast to spend time with you on Tuesday evening and celebrate our beautiful team.

Here is a look at next week, which is also Sprit Week:

Monday: Ugly/Tacky Sweater Day. Caroline Off. Payroll Processing. Melanie is teaching Woods 8,9, and 10am and is assisting Ginny with NeuroFit at 11am. Ginny is covering 8am Ridge. All Employee Meeting 1:00-3:00pm Boulders Hall. Staff Yoga at 5pm. Special Christmas week schedule comes out for next week.

Tuesday: Blue/White Day for Hanukkah. Normal schedule.

Wednesday: Holiday Hat Day. Normal schedule.

Thursday: Plaid/Holiday Colors Day. Normal schedule. Team Meeting 12-1pm, Swasey Room. Staff Yoga at 5pm.

Friday: Cozy PJ Day. Melanie is Off. Deanna is covering 8 & 11am Boulders.

Monday, December 26th: team off in observance of Christmas Holiday

I hope you have a fabulous weekend.
Deanna



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Tools

Weekly Community Update



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Shared Calendar

January 2023

SU	MO	TU	WE	TH	FR	SA
25	26	27	28	29	30	31
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

February 2023

SU	MO	TU	WE	TH	FR	SA
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	1	2	3	4
5	6	7	8	9	10	11

Other Calendars

- Fitness Instructor... 1271

Today < > February 1, 2023

Washington, D.C. ☀️ Today 47°F/33°F ☀️ Tomorrow 48°F/40°F ☁️ Thursday 57°F/48°F 📅 Day

Wednesday

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5 AM			
6 AM			
7 AM			
8 AM	Strength & Balance: Caroline; Woods; Deanna Graham	Strength & Balance: Ginny; Ridge; Deanna Graham	Strength & Balance: Melanie; Boulders; Deanna Graham
9 AM	Aqua: Ginny; Ridge; Deanna Graham	Aqua: Steve; Woods; Deanna Graham	Strength & Balance: Melanie; Boulders; Deanna Graham
10 AM	Aqua: Melanie; Boulders; Deanna Graham	Strength & Balance: Caroline; Ridge; Deanna Graham	Strength & Balance: Steve; Woods; Deanna Graham
11 AM	Core & Stretch: Caroline; Ridge; Deanna Graham	Zumba Gold: Ginny; Woods; Deanna Graham	
12 PM			
1 PM	Exeter Bowling Lanes Resident Outing 1:00-2:00pm; Exeter Bowling Lanes; Deanna Graham		
2 PM			
3 PM			
4 PM			

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Shared Calendar

December 2022

Today < > December 27, 2022 Washington, D.C. Today 47°F/33°F Tomorrow 48°F/40°F Thursday 57°F/48°F Day

Tuesday 27

← From Dec 26 Deanna Off; Deanna Graham To Dec 28 →

Linda Off; Deanna Graham Ginny Off 27th & 28th; Deanna Graham To Dec 28 →

5 AM

6 AM

7 AM

8 AM Pilates: Caroline; Boulders; Deanna Graham Strength & Balance: Steve; Woods; Deanna Graham

9 AM CANCELED Yoga: Linda; Boulders; Deanna Graham Strength & Balance: Ginny; Woods; Deanna Graham Zumba Gold: Caroline; Ridge; Deanna Graham

10 AM CANCELED Yoga: Linda; Ridge; Deanna Graham SUB Foundations: Ginny (Lauren); Woods; Deanna Graham SUB Stretching: Ginny (10:40-11:00am) (Lauren); Woods

11 AM NeuroFit: Caroline/Steve; Ridge; Deanna Graham

12 PM

1 PM

2 PM

Other Calendars

Fitness Instructor... 1271



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Team meetings/1-1/ huddles




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**Wrap up:
What is one thing you will try?**

The logo for RiverWoods Exeter, featuring a stylized tree icon to the left of the text "RiverWoods" and "Exeter" stacked vertically.

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