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The Corporate Communicator



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Hull & Associates

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Looking for a Job? Volunteer!

Unemployment is at an all-time high but there are jobs to be had. How can you find them? Consider how urgent your situation is. Take even a short-term job or something that will give you some rather than no income. A part-time job can leave you time to volunteer which can help tremendously in your job quest.

Nonprofits need help and volunteering can boost your skills. You may want to try something new as a volunteer.

Volunteering helps you make great contacts, as well as helping you stay in touch with what is happening in your community.

Volunteering decreases anxiety because it increases confidence, gives

you a purpose, and generally helps you feel good.

Volunteering gets you off the couch and out of the refrigerator! Eating better and moving more are important to your wellbeing!

Volunteering can be done remotely. You can still get a valuable experience. Additionally, you may develop your virtual skills which will help you in a job.

Volunteering builds your resume. You can develop skills like marketing, management, and finance as well as the soft skills of teamwork, leadership, and time management.

Volunteering can become paid employment. Many nonprofit volunteers go on to work for the agency. When they see a good worker, they often offer them a paid position.

Make the Most Out of Meetings!

Meetings are often dreaded and seen as a waste of time. Here are some guidelines to make them better!

Send out an agenda ahead of time. Doing so allows people to think about what is going to be discussed. You will get better ideas and conversations because people will be prepared.

Don't call a meeting to ask opinions on matters that are already decided. It is a waste of everyone's time. If you want to announce a decision, it can be done in an e-mail or text. If you want ideas about implementation, be sure to make it a dialogue, not just another announcement.

Start on time. Don't wait for latecomers. If you wait, you are disrespecting the people who have arrived on time and encouraging them

to be late next time.

Set ground rules. Can people check their e-mail on their phones? Can they interrupt? Can they disagree? What will you do if a topic arises that is not on the agenda? Let people know your expectations for the implementation of the meeting and there is a better chance they will adhere to them.

Hold standing meetings. If you just need to have a brief meeting, encourage people to stand. It will keep it short. If you have a meeting room without chairs, you may have a quicker and more productive experience.

Cancel the meeting if it is not needed. Never hold a meeting just because it is scheduled. If there isn't something to discuss, cancel it. People will appreciate the gift of having their time back!

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Leading in a Crisis

When a crisis occurs, it requires a leader to take a spontaneous and unplanned role to truly show leadership. During this COVID-19 pandemic, it has become increasingly important for leaders to demonstrate responsibility, make decisions, and cope with substantial stress.

Leaders demonstrate responsibility by influencing and motivating others to navigate through difficult situations. It is easy for yourself and your people to give up. This is counterproductive. A leader can show overt accountability by not putting things off, encouraging others to keep working, and building adaptive strategies that develop themselves and others throughout the crisis.

Decisions still need to be made. There are new and different decisions that arise during a crisis. A leader needs to balance

known information and expertise with a level of pure intuition. This is accomplished by doing research, recognizing faulty information, and creating substructures that result in action. By articulating principles, developing a bias for action, and adopting a style to engage effectively with others, a leader can balance expertise and intuition while making appropriate decisions.

A leader needs to build resilience and cope with high-stress situations despite their fears and trepidations. A leader can do so by focusing on organizational and personal values, their people, and the strengths of the organization that they lead. It is important to build relationships with co-workers and direct reports even if they are not "in the office". Together, they can better share the burdens while experiencing the joy of accomplishing things together.

Four Imperatives for an Inclusive Workforce

There is now a renewed sense of urgency for diversity and inclusion. Lack of diversity hinders innovation, sales, and results in an organization's struggle to attract and retain top talent.

Diversity requires inclusion. Inclusion is an organization's practice to have everyone culturally and socially accepted, welcomed, and well treated. This environment encourages everyone to voice opinions, facilitate decisions, have power in a group and feel a sense of belonging. When an individual or group is valued, it leads to organizational success.

Four key areas for an organization to drive measurable improvement in diversity and inclusion are:

1. Reassess Recruiting and Hiring

Tactics: Review how your organization sources, interviews and retains employees. When candidates who bring you diversity look for job opportunities, they seek an organization that welcomes them and responds to their needs. Your marketing and healthcare policies must reflect your commitment to diversity.

2. Encourage Transparent

Conversations: Leaders must respect

equity issues and systematic change. Having open and non-judgmental conversations can improve trust. Include time for these talks on your meeting agendas. When conducting these conversations, it is crucial to understand how to facilitate and respond to various issues.

3. Require Training and Development for everyone: For diversity training to make a difference, it must be mandatory for employees at all levels. Tailor the training by including exercises and activities geared toward the organization's goals and characteristics. Be sure that you include the reading and understanding of your policies and procedures. **If you can't do this yourself, hire someone who can. It is that important.**

4. Get Help from Technology: The right technology can ensure that your diversity and inclusion initiatives are successful. By investing in artificial intelligence (AI) and other newer technologies, you can create a more diverse workforce who have the skills and attitudes that match your business priorities.

Building a diverse and inclusive workplace is critical to your organization. Do it right!

When Gossip Is About You

Learning that people are gossiping about you can be devastating. Telling yourself not to take it personally sounds good, but often doesn't work so **what can you do?**

Manage your emotions. You can't control the rumors, but you can control your *response*. Many people initially respond with horror, anger, anxiety, or helplessness. Take time to cool off. **Get Perspective.** Talk to a close colleague about what is being said. **Use calming strategies** like breathing, mindfulness, working out, or taking walks.

Practice self-compassion, and even forgiveness. When you forgive someone, the person who benefits most is you. It helps you move on, improves your health, and generally lightens your mood. It's not all about you. People gossip, tear you down and snipe to protect themselves.

Be more direct if you know the source of the gossip. Approach them in a sympathetic, non-confrontational way, to win their support. Explain your perspective

and the personal pain that the gossip caused you. Start by saying: "I've heard that you said the following about me." Briefly state what you heard and add that next time, you would appreciate them coming directly to you.

Time is on your side. If gossip is rampant, there is always a new victim. Your reputation is built on a large body of work across many co-workers. One inconsistent bit of sabotage is harmful in the short term, but not long term. Your actions will prove them wrong.

Focus on what's going right. More positive things happen to us than negative ones. Focus on the joy you derive from family, friends, hobbies, sports, or service. Feeling grateful is helpful.

You are not alone. Other coworkers have probably experienced chronic gossip which often means that there are much larger issues.

It's painful to be the subject of gossip, particularly one that has no basis in reality. You can't control what other people say about you, but you can control how you respond.

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 by Dr. Mimi Hull

THE corporate couch

**Dear Dr. Mimi:**

What do I do about an employee who complains about other people? He is a hard worker, gets his work done on time and does it well ... and finds time to come into my office to complain. He thinks he is being helpful. He even said that he is my extra set of "eyes and ears." Sometimes he has a point, but often he is just complaining. As his manager, I want to show that I care, but it is wearing me down!

—*Not Blind nor Deaf*

Dear Not:

Remind your worker that while you appreciate all that he does, you have your own set of eyes and ears. Remind him that people work in different ways, and what works for him may not work for others in the same way. You might also want to ask him to put his thoughts in writing and/or give him more work to do, as he obviously has time on his hands.

—*Dr. Mimi*

Dr. Mimi Hull heads Hull & Associates, a team of trainers, speakers and consultants. A licensed psychologist, she has a master's in counseling and personnel services and a doctorate in psychology with specialization in business management from the University of Florida, Gainesville. Her B.A. in psychology is from Syracuse (N.Y.) University. Reach her at www.HullOnline.com or DrMimi@HullOnline.com.

 by Dr. Mimi Hull

THE corporate couch

**Dear Dr. Mimi:**

I have had my current job for a year and I am lost. I am now working from home, and my boss thinks she is a good communicator. However, she never tells me those extra things she wants done and then she gets upset when I haven't completed them. I basically like my job, but in the meantime, I need to keep my sanity. Can you help me?

—*Not Seen and Not Talked To*

Dear Not:

Your boss may be suffering from "out of sight, out of mind" syndrome, and she is also probably stressed because of the pandemic. How about contacting her and asking her to meet with you (virtually) each Friday to go over what has been done and what needs to be done for the following week. After the "meeting," send her a quick email summarizing the conversation. That way, you both have a record!

—*Dr. Mimi*

Dr. Mimi Hull heads Hull & Associates, a team of trainers, speakers and consultants. A licensed psychologist, she has a master's in counseling and personnel services and a doctorate in psychology with specialization in business management from the University of Florida, Gainesville. Her B.A. in psychology is from Syracuse (N.Y.) University. Reach her at www.HullOnline.com or DrMimi@HullOnline.com.