

MCLUHAN & DAVIES COMMUNICATIONS

THINK ON YOUR FEET INTERNATIONAL



CLARITY | BREVITY | IMPACT®

April 1, 2020

Communicating in Times of Distress

Two of your most powerful communication tools:

- Listening
- Empathy

Think of **Listening** as giving **SPACE** to the speaker:

SILENCE

PATIENCE

ATTENTION

CURIOSITY

EMPATHY

Empathy in Action: **VALIDATION**

- Specific language that makes your empathy known
- It lets people know their feelings make sense to you
- · Meets them where they are, so you're on the same side

How to provide validation:

- Identify the feeling
- Address it and show you get it