

# LOVEWELL

## TIPS FOR COMMUNICATION

Welcome to LOVEWELL! We're so excited that you're taking steps to deepen your understanding of your staff and pursue greater levels of health and connection. This is the beginning of a new and fruitful season for your team.

As you begin, we want to encourage you to take this first step strategically and thoughtfully. This first announcement has the potential to communicate to your staff how much you care for their well-being.

*Practically*, we recommend communicating this during a staff meeting or all-staff event. You will get the most opportunity for connection if you tell your team in-person and *not over email or text*.

Next, take time to prepare and communicate from the heart. This is your opportunity to be sincere and show your team that you are willing to humbly take feedback to improve staff health. Maybe admit things aren't perfect but that your desire is to grow and learn from what you learn from LOVEWELL.

Lastly, if *you* take it seriously so will they. Make sure you prioritize telling them each week and *show them* that you are participating as well. We recommend a 2-minute pause in your staff meeting each week to make space for them to fill it out. The more your team takes it seriously, the better the data.

Now, here are a few communication points we recommend telling to your team:

1. **LOVEWELL is truly anonymous!** Our team has worked hard to ensure that no names, or potentially identifying questions will be asked. This is an app where they can and should be 100% honest. The more honest your team is, the more they will be heard, and the more you can make positive changes.
2. **LOVEWELL helps unify your staff and executive leaders.** In most organizations, there is a separation between the staff and executive leaders. This may be normal, but it doesn't encourage healthy communication. Let your team know that you are all *one* team, and that if one of them hurts you all do! This is your opportunity to knock down the walls of division and create more unity in your team.
3. **This is about trust.** Tell them that you *want* to hear from them. You want to build trust to create health and connection.
4. **Your whole team gets all the data at once.** Many executive leaders ask us why we present data to *all* staff. We've found that this further removes the separation between staff and executive leadership. When the whole team sees the data, it requires humility on the part of an executive leader and brings more unity. On top of this, it encourages your team to utilize LOVEWELL weekly and see the data themselves.
5. **The more consistent your team participates in LOVEWELL the more they can affect positive change for the organization.** This is important to communicate *every week*. If your team feels like their participation will help to bring real change and improved health, they will be more consistent. Practically, we highly suggest having your team do LOVEWELL during your staff meeting or an equivalent all-staff, in-person connection point.