



Facilitating  
Healing and Change



# Inspire Action for Social Change

## Inspired Boost

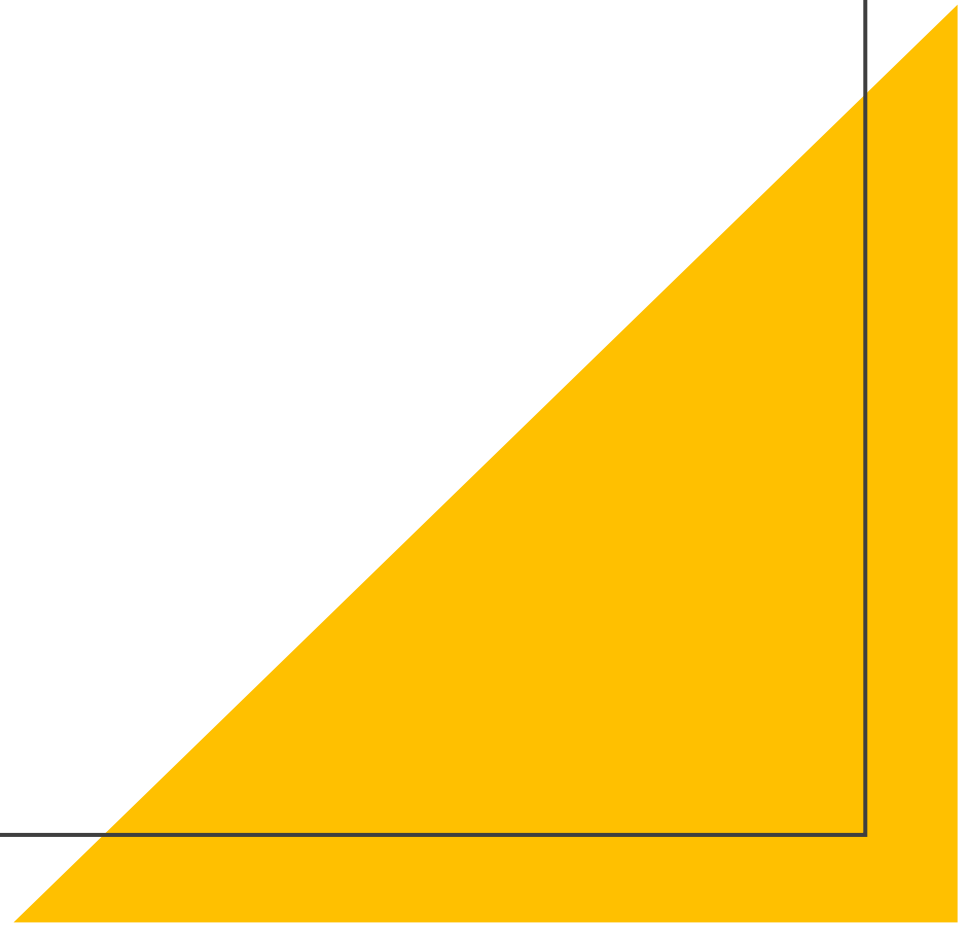
### **Series on Leadership & Sustainability Strategies for Supervised Visitation Programs**

### **Part 2: The Art of Communication February 22, 2023**

Presented by  
**Alicia Williamson MSW, LSW**

# **The Art of Communication: Non-Profit Leadership**

Alicia Williamson MSW, LSW





# Why does it matter?

What do stories tell us that statistics can't?



## How Do Leaders Use Effective Communication?

- To fundraise
- To foster collaboration with community partners
- To raise awareness of an issue
- To give a Call to Action
- To build and foster trust and confidence in your program

# Qualities of an effective professional communicator

- First and foremost, they are a good listener.
- Be honest.
- Confidence
- Empathetic
- Self-aware

Before you speak, THINK.

T = Is it true?

H = Is it helpful?

I = Is it inspiring?

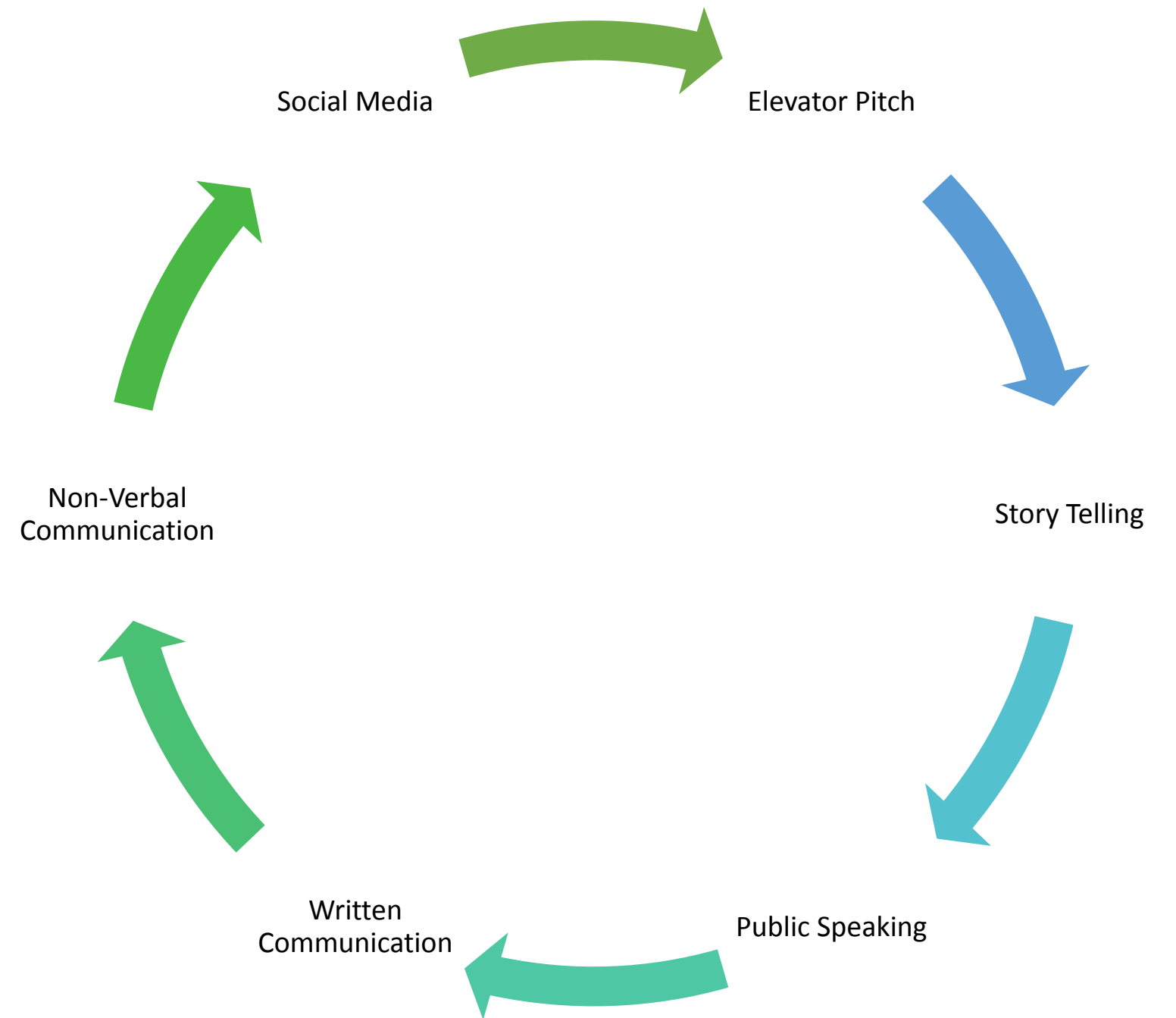
N = Is it necessary?

K = Is it kind?

<https://twitter.com/tinybuddha/status/90>

tinybuddha.com

# Types of Professional Communication







# Elevator Pitch - Group Exercise

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# Story Telling

- Humans are creatures of connection. That makes storytelling more powerful than all of the statistics, data, or facts about our work.
- Everyone in an organization is a storyteller.

**Where do we keep these stories?**





# Ethics of Story Telling

Stories are not a condition of services.  
We are not owed survivor stories.

We aren't the heroes of the story. We  
are the helpers.

Centering the humanity of the story

Creating policies

Considerations for sharing our own  
stories

# Non-Verbal Communication

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Share a time where non-verbal communication either helped or harmed you in a conversation?

# Written Communication

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- What are some examples of written communication?
- Unique considerations for written communication:
  - Platform
  - Grammar/Spelling
  - Missing tone and non-verbals





# Social Media

- Don't be afraid of it!
- Know your audience.
- Know the platform.
- Social Media use should be...
  - Relevant to the mission
  - Intentional
  - Regular



# Avoiding Pitfalls

Becoming the “Rescuer” and “Savior” when talking about agency

Not being prepared

Lack of self-awareness

Not know your audience or tailoring your message

Inconsistent or conflicting messaging



Let's Practice!



# Tell us a story.

- Breakout rooms with 2 people
- Take a few moments to view the following photos.
- Pick one photo for which you would like to tell a story.
- Each person will have 20 minutes to prepare a short story, which should be 60-90 seconds. Find a way to connect the story back to the work you do/mission of the organization.
- Share story with breakout room



**Questions?**





Join us for the remaining sessions in this series:  
**Sustainability and Leadership**

**Part 3** - March 2: Trauma-Informed, Equity Centered Leadership

Guest Trainer-Erin Fairchild

**Part 4** - March 16: Transitioning into Leadership

Guest Trainer: Alicia Williamson

**Part 5** - March 30: Financial Leadership and Sustainability I

**Part 6** - April 6: Financial Leadership and Sustainability II

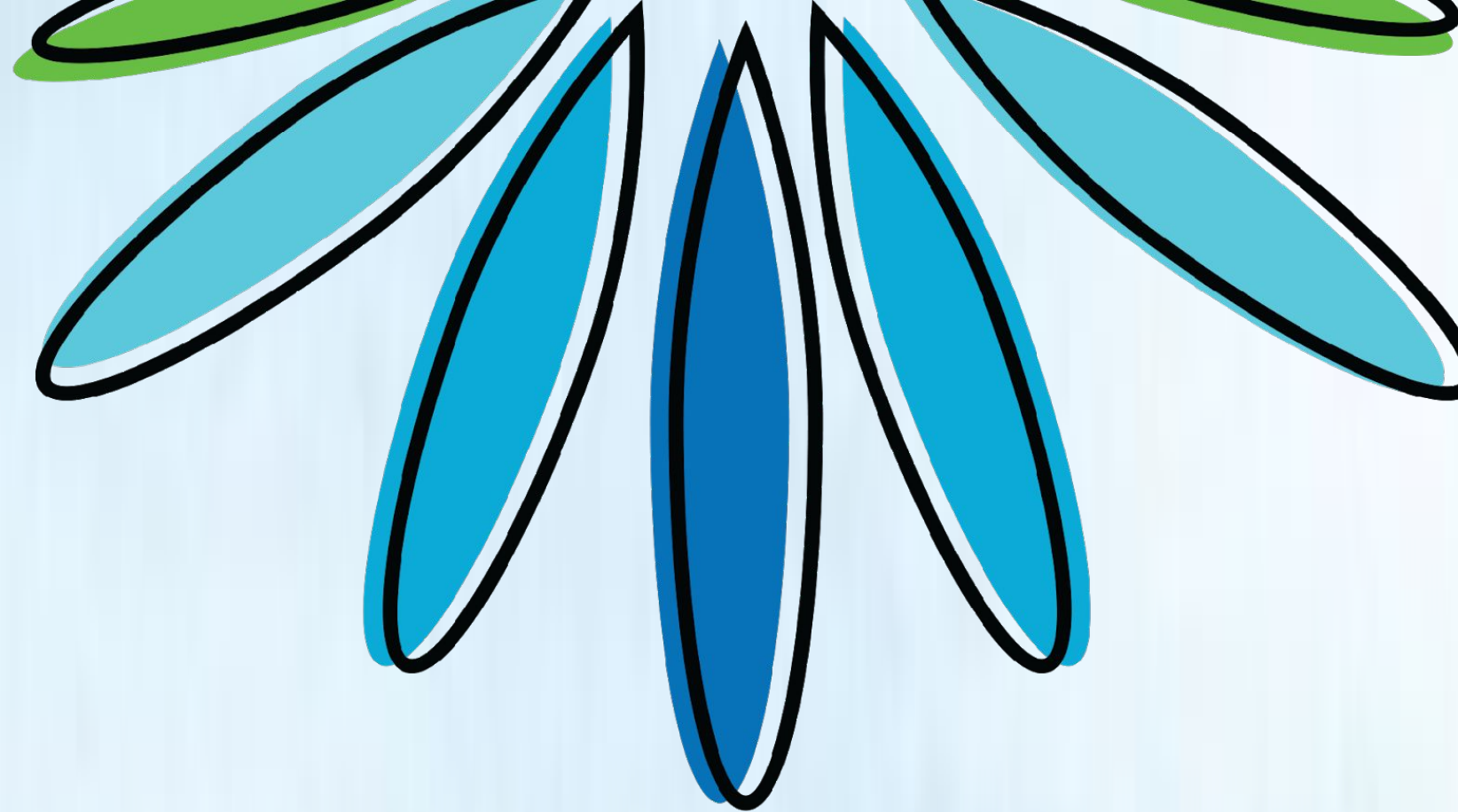
Guest Trainer: Deborah Seinkopf

**8-9:30 AM Hawaii / 10-11:30 AM Alaska / 11-12:30 AM Pacific / 12-1:30 PM Mountain**

**1-2:30 PM Central / 2-3:30 PM Eastern**

Information and registration links for these sessions: <http://www.inspireactionforsocialchange.org/inspired-sessions>





**We are here to provide you support - please contact us anytime!**

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