

# Shift the Focus

## Empathetic Writing: Shifting the Focus from Board to Residents

### What is empathetic writing in the context of community boards?

Empathetic writing involves understanding and addressing the needs and concerns of residents, focusing on their perspectives rather than solely on the board initiatives.

### Why should we shift the focus from the board to the residents?

Shifting the focus helps build trust and a sense of community, making residents feel valued and heard, which can lead to more effective and meaningful communication.

### How can board members identify residents' pain points?

Board members can conduct surveys, host town hall meetings, and listen to casual conversations among residents to identify common issues and concerns.

### What are the benefits of empathetic writing for community newsletters?

Empathetic writing fosters a stronger connection with residents, making them feel understood and supported, which can improve overall community engagement and satisfaction.

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