### **Shift the Focus**

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

Embrace empathy in your communications. Effective community communication requires a shift in perspective—from board-centric messaging to resident-focused engagement. Empathetic writing bridges this gap, fostering stronger connections and trust within the community. With these four steps, transform your communication strategy by emphasizing impact and building trust to drive resident engagement.



# UNDERSTAND RESIDENTS

- CONDUCT SURVEYS
- HOST TOWN HALL MEETINGS
- LISTEN TO CASUAL CONVERSATIONS



## IDENTIFY PAIN POINTS

- WHAT ARE COMMON COMPLAINTS?
- WHAT ISSUES ARE DISCUSSED FREQUENTLY?



#### **TAILOR CONTENT**

- FOCUS ON RESIDENTS' NEEDS
- HIGHLIGHT POSITIVE CHANGES AND IMPROVEMENTS
- SHARE SUCCESS
  STORIES FROM
  RESIDENTS'
  PERSPECTIVES



### CONNECT AND ENGAGE

- FOSTER A SENSE OF COMMUNITY
- BUILD TRUST
  THROUGH
  TRANSPARENT
  COMMUNICATION
- ENCOURAGE
  RESIDENT FEEDBACK
  AND PARTICIPATION