



VSys Voices Presenters



Dana Litwin, CVA, is a globally recognized strategic advisor, speaker, and advocate for civic service. Since 2002 she has guided organizations nationwide to produce breakthrough volunteer and community engagement programs. Dana is the creator of the YouTube channel “Priceless Advice for Leaders of Volunteers” (<https://www.youtube.com/@danaspricelessadvice>). She served as President of the Association of Leaders in Volunteer Engagement (AL!VE) and is a founder of the National Alliance for Volunteer Engagement. Learn more at danalitwinconsulting.com.



Lisa LaVigna, DM is the Vice President of Business Development & Sales at Bespoke where she focuses on helping existing and prospective VSys clients maximize their use of VSys One to reduce their workload and improve the volunteer experience. She teaches Business Communications at her local community college as an adjunct professor. In her previous role she worked at a nonprofit college as the Executive Director of Partnerships where she focused on recruiting, admissions and building strong relationships. Lisa is on the board of Jazzy Sun Birthdays, an organization that organizes birthday parties for children in homeless shelters. She also volunteers weekly at a local shelter for women and children.





VSys Voices

Difficult Conversations (aka Tough Talk)





VSys Voices Presenters



Dana Litwin, CVA, is a globally recognized strategic advisor, speaker, and advocate for civic service. Since 2002 she has guided organizations nationwide to produce breakthrough volunteer and community engagement programs. Dana is the creator of the YouTube channel “Priceless Advice for Leaders of Volunteers” (<https://www.youtube.com/@danaspricelessadvice>). She served as President of the Association of Leaders in Volunteer Engagement (ALIVE) and is a founder of the National Alliance for Volunteer Engagement. Learn more at danalitwinconsulting.com.



Lisa LaVigna, DM is the Vice President of Business Development & Sales at Bespoke where she focuses on helping existing and prospective VSys clients maximize their use of VSys One to reduce their workload and improve the volunteer experience. She teaches Business Communications at her local community college as an adjunct professor. In her previous role she worked at a nonprofit college as the Executive Director of Partnerships where she focused on recruiting, admissions and building strong relationships. Lisa is on the board of Jazzy Sun Birthdays, an organization that organizes birthday parties for children in homeless shelters. She also volunteers weekly at a local shelter for women and children.





Learning Objectives



What and Why Difficult Conversations



Break Down Negative Communication Steps

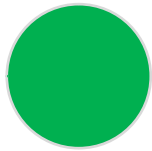


Best Practices for Difficult Conversations



Target Audience for Today's Webinar

SKILL LEVEL



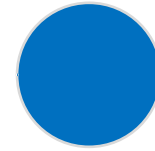
Minimal Knowledge

Looking for some basic information, key principles and “how-to’s” on the subject.



Working Knowledge

Integrated practices and moving beyond basic concepts. Looking for breadth and depth on a topic



Authoritative Knowledge

Looking for advanced knowledge, integration and concepts that are innovative and cutting edge.





Story Time



Types of Difficult Conversations

- Bad news
- Negative Messages
- Apology Messages
- Policy changes





Delivering Bad News for Your Organization

- Communicate the news openly.
- Explain the organization's side of the story honestly and promptly.
- Timing is key: Don't let people hear bad news through the grapevine.
- Whenever possible, deliver bad news first personally.
- Deliver bad news through multiple channels, print and digital.

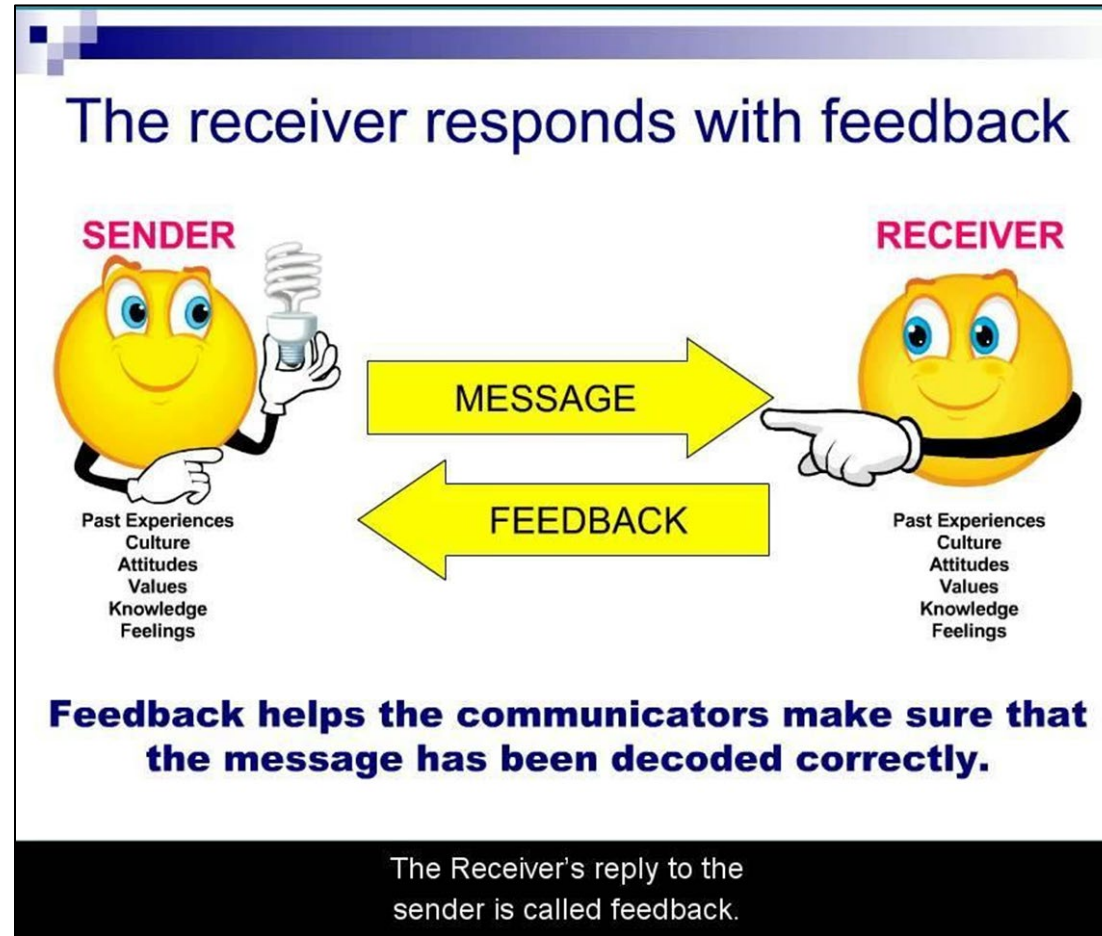




Planning For a Difficult Conversation



The Communication Process



Goals in Communicating Unfavorable News



- Explain clearly and completely.
- Convey empathy and sensitivity.
- Project a professional image.
- Be fair.
- Maintain friendly relationship.



Planning For a Difficult Conversation

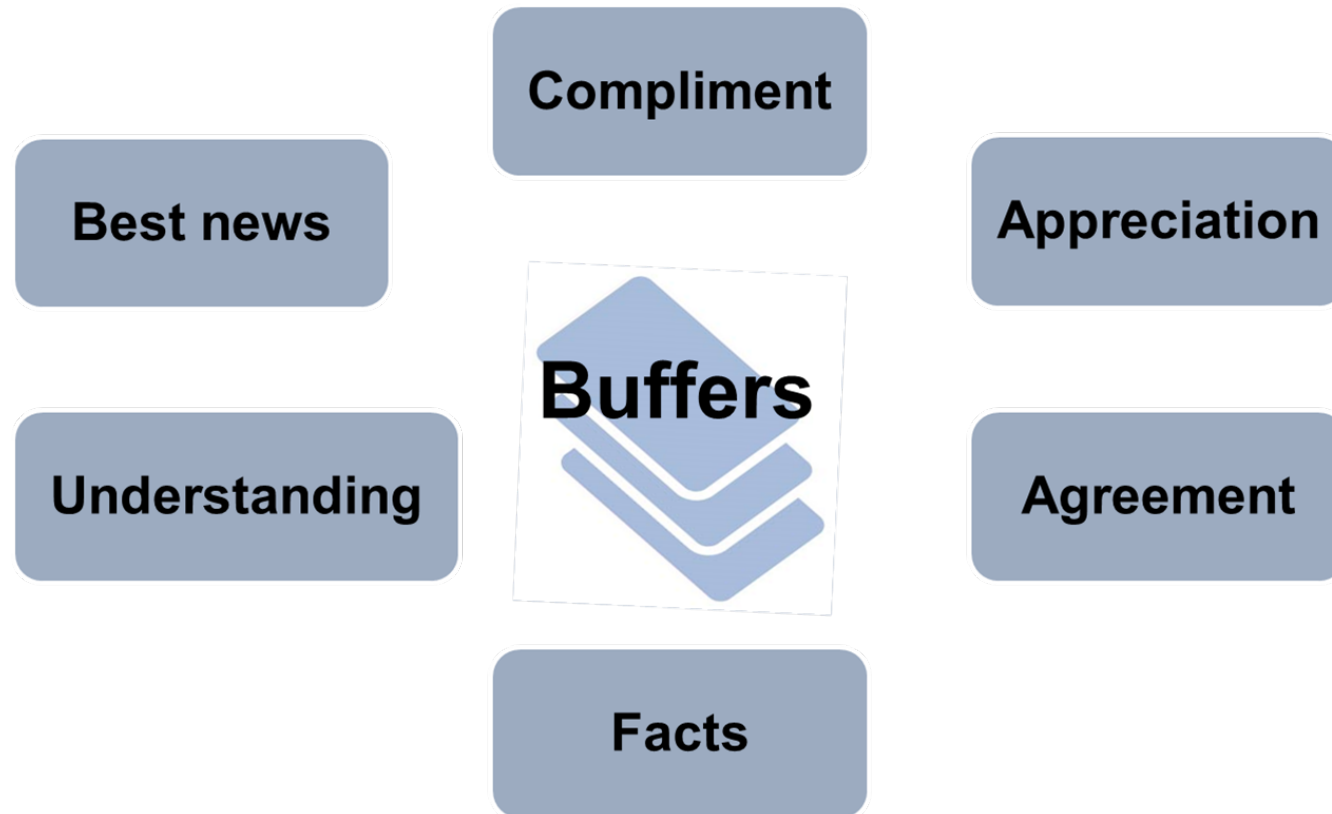
How should you communicate?



Comparing Strategies for Delivering Negative News



What Is a Buffer?



- A device to reduce shock or pain.
- Neutral but meaningful statement that makes the reader continue reading.
- Concise, relevant first paragraph providing a natural transition to the explanation that follows.



A “Compliment Sandwich” May Help...

When dealing with people use
a compliment sandwich

Compliment →

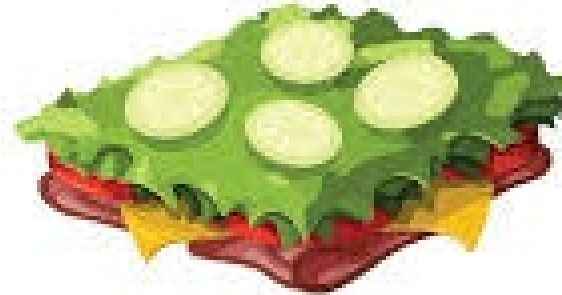
Criticism →

Compliment →



Compliment

Coach



Encourage



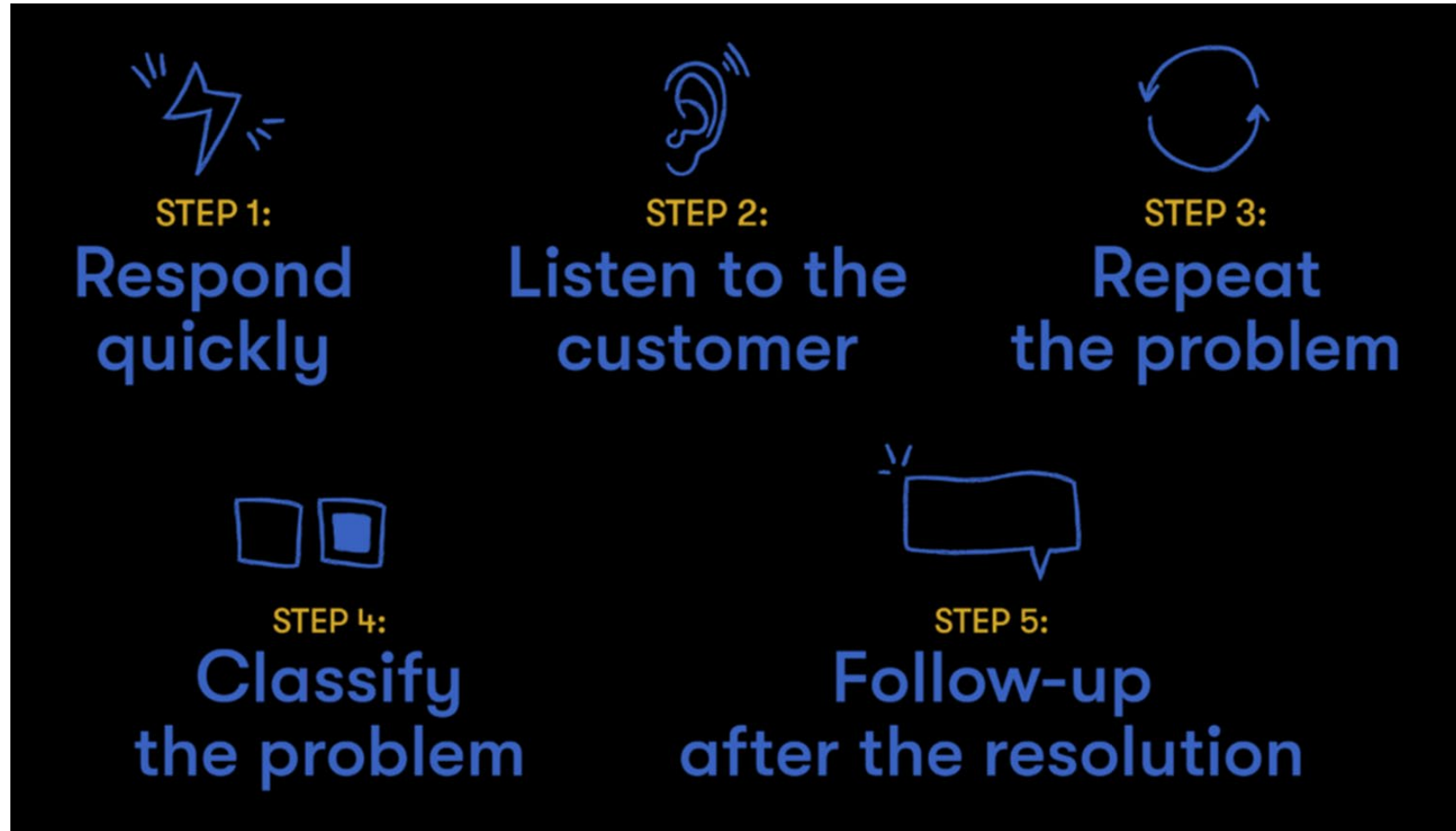


Take a Breath





Best Practices When Responding to a Problem





Listen



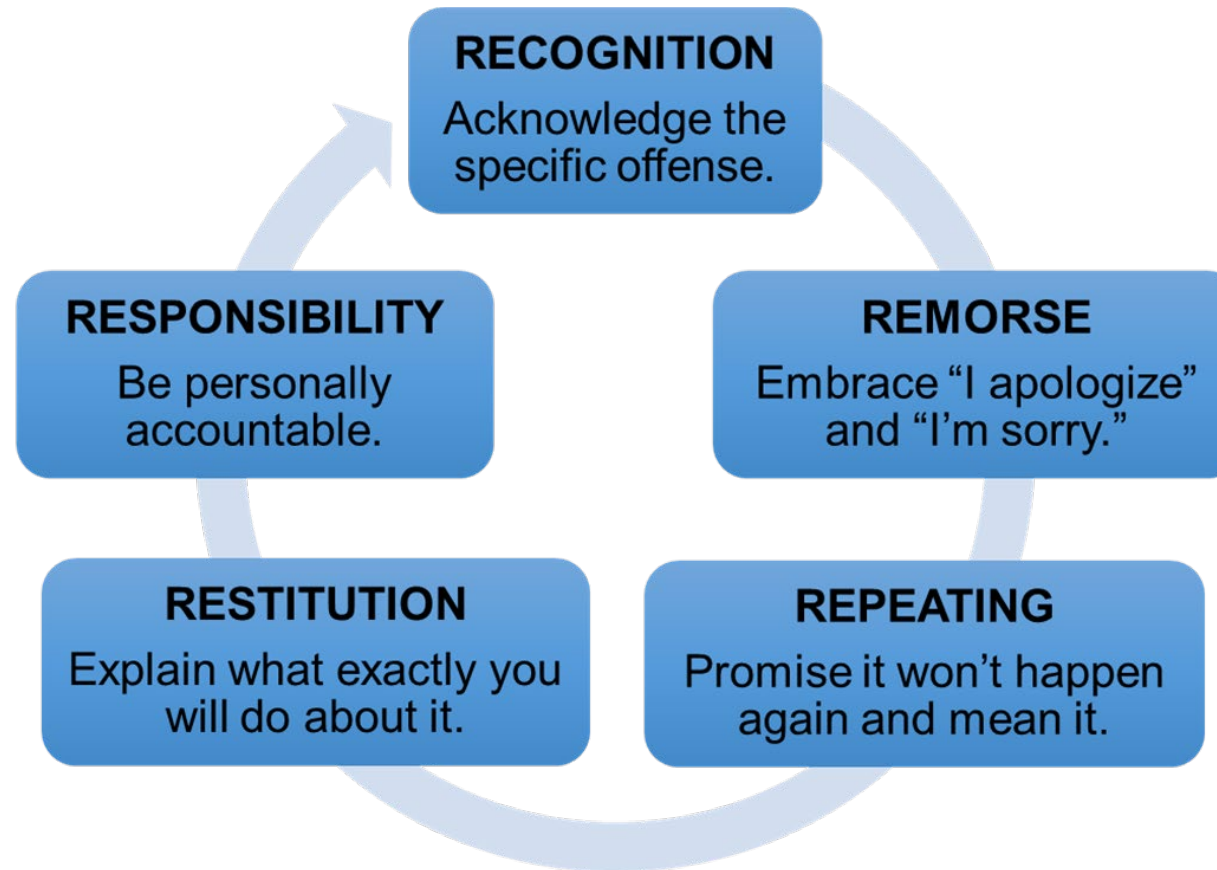
Avoid These Mistakes



1. Bargaining
2. Cushioning
3. Unloading
4. Arguing
5. Mechanizing



Apologizing Effectively





Composing Effective Negative Email/Letters

- Best News!
- Compliment
- Appreciation





Composing Effective Negative Email/Letters

- Agreement
- Facts
- Understanding



Presenting the Reasons for the Negative News

- Position the bad news strategically.
- Use the passive voice.
- Highlight the positive, if plausible.
- Suggest a compromise or an alternative.



Dealing with unhappy volunteers? Use the VSI!

- **The Volunteer Satisfaction Index** by Roseanna Galindo, CCBA, CAVS.
Proven academic standard for volunteer survey design. Available from www.periscopebpa.com
- Learn more by watching the VSysVoices webinar and Dana's Priceless Advice.



Active Listening



Tips for a successful “Tough Talk”

- Stay emotionally neutral.
- Take a deep breath (or 10) & scrunch your toes.
- Get to your point quickly.
- Ask clarifying questions.
- LISTEN!
- Plan your messaging.





In Summary

- Where?
- When?
- Who else is there?
- Why: topic and timing?
- Which technique: Direct or Indirect?



Define Goals and Success

- Can it be a win-win for everyone?
- Is there is only one outcome (like dismissal)?
- What are the next steps?
- Be prepared for anything!





Ideas to Action: Example of a Difficult Conversation





Resources

- Dana's TuesdayTips for "[Having That Tough Talk: Challenging Conversations and Conflict Resolution](#)"
- Dana's Tuesday Tip: "[How to Deliver Bad News Effectively](#)"
- VSys Voices Webinar: "Volunteer Satisfaction Index (VSI)" ([.mp4](#), [.pdf](#))
- Dana's Priceless Advice with Roseanna Galindo: "[Volunteer Satisfaction Index](#)"





Open Discussion Q&A





Thank You For Joining Us

