

# Shifting Your Words to Retain Your Best People

## MANAGER ESSENTIALS

### 1-Week Experience

As organizations and leaders strive to reduce unwanted attrition, communicating with compassion is a critical tool for connecting with employees and keeping them committed to the organization. This means listening for individual needs, working to relieve others' distress, and addressing concerns to help people feel seen, heard, and valued.

In this experience, participants will learn seven specific language shifts they can make to create an environment of open, honest communication that is focused on sharing and understanding authentic emotions and shifting from an analytical, hostile, or overly critical communication style to one that is rooted in compassion and authentic connection, to build stronger work relationships and retain top talent.

### Key Learnings

- Cultivating a safe and honest environment
- Improving self-awareness and communication habits
- Avoiding judgmental criticism and providing positive feedback
- Perceiving emotions as an opportunity for connection
- Communicating and connecting with a genuine apology

### Assignment Details: Create an Action Plan

- Make a plan to initiate a conversation that creates a safe space for a team member to voice their needs (e.g., share positive feedback, ask for their input, identify barriers, use empathic language).

### Estimated Time Commitment: 2 Hours

Expert Video Lectures: 30 Minutes

Assignment: 60 Minutes

Interactive Activities: 30 Minutes

Participants receive an ExecOnline Certificate upon completion.

### Featured Leadership Expert: Krister Ungerboeck



KRISTER  
UNGERBOECK

Bestselling author Krister Ungerboeck is a former tech CEO and a leadership language expert. His insights have appeared in publications including NPR, Forbes, Inc., Chief Executive and Entrepreneur. Prior to exiting corporate life at age 42, he led a \$200M global software company. While leading the company to over 3,000% growth, his team achieved employee engagement levels of 99.3% and became a dominant player in the event management software arena.