

*Conscious Leadership:*  
Strategies for Growth & Development

# Objectives

- Cultivate conscious leadership that is empathic & emotionally intelligent
- Create a compassionate culture that includes work/life balance, & support
- Develop a mission, community, & support resources to attract & retain staff & foster loyalty



# *Impact of Pandemic on Village*

- System overload
- Staff burnout
- Financial/time/energy constraints
- Competitive marketplace for retaining & attracting employees



# Cultivate Conscious Leadership

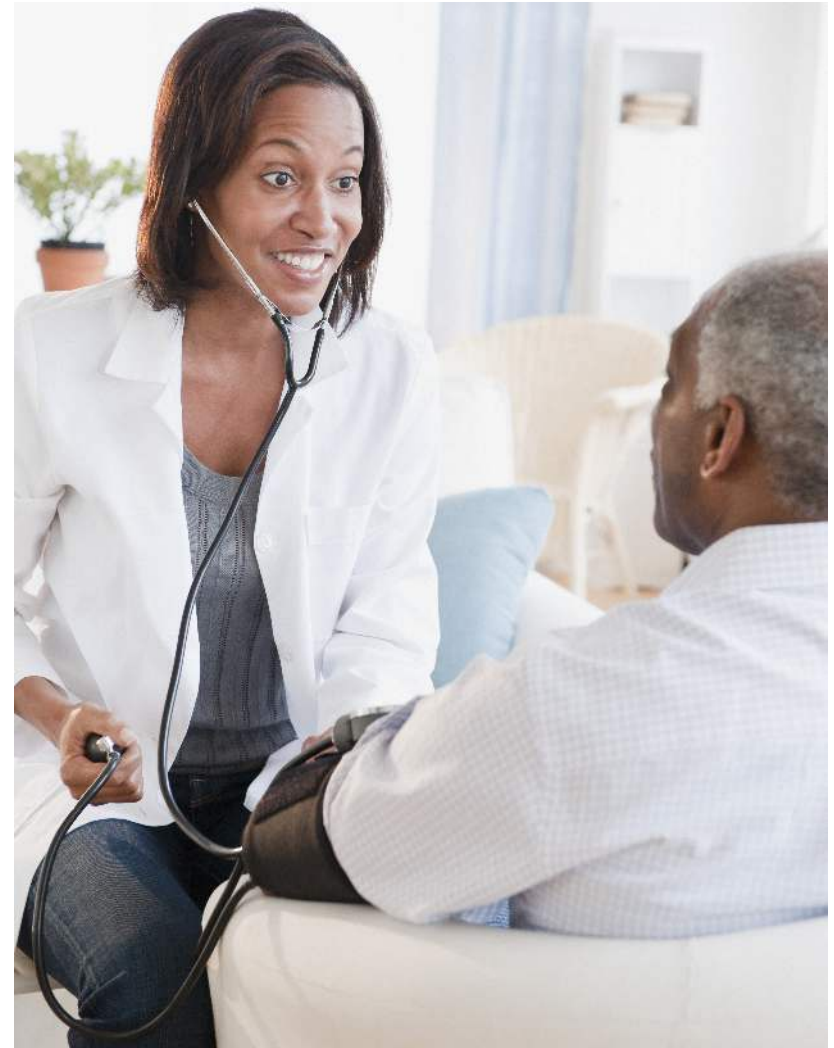
- Create shared mission
- Set realistic productivity expectations
- Teach & encourage empathy
- Provide opportunity for employee feedback



# Compassion

“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

- *Maya Angelou*



# Practice Compassion

- Don't assume you know what others are feeling
- Ask how they are doing
- Listen actively
- Don't minimize or argue with feelings
- Avoid judgment
- Ask for what they need



# Pay Attention to Language

Avoid phrases that discourage support & collaboration:

- "man up"
- "power through"
- "put on your big girl pants"
- "suck it up"

Speak in terms of "I, We and Us"  
versus "You and Them"



# Cultivate a Collaborative Culture

- Promote work/life balance
- Provide support resources through wellness programming
- Foster community connection
- Revisit compensation, benefits & perks to be competitive





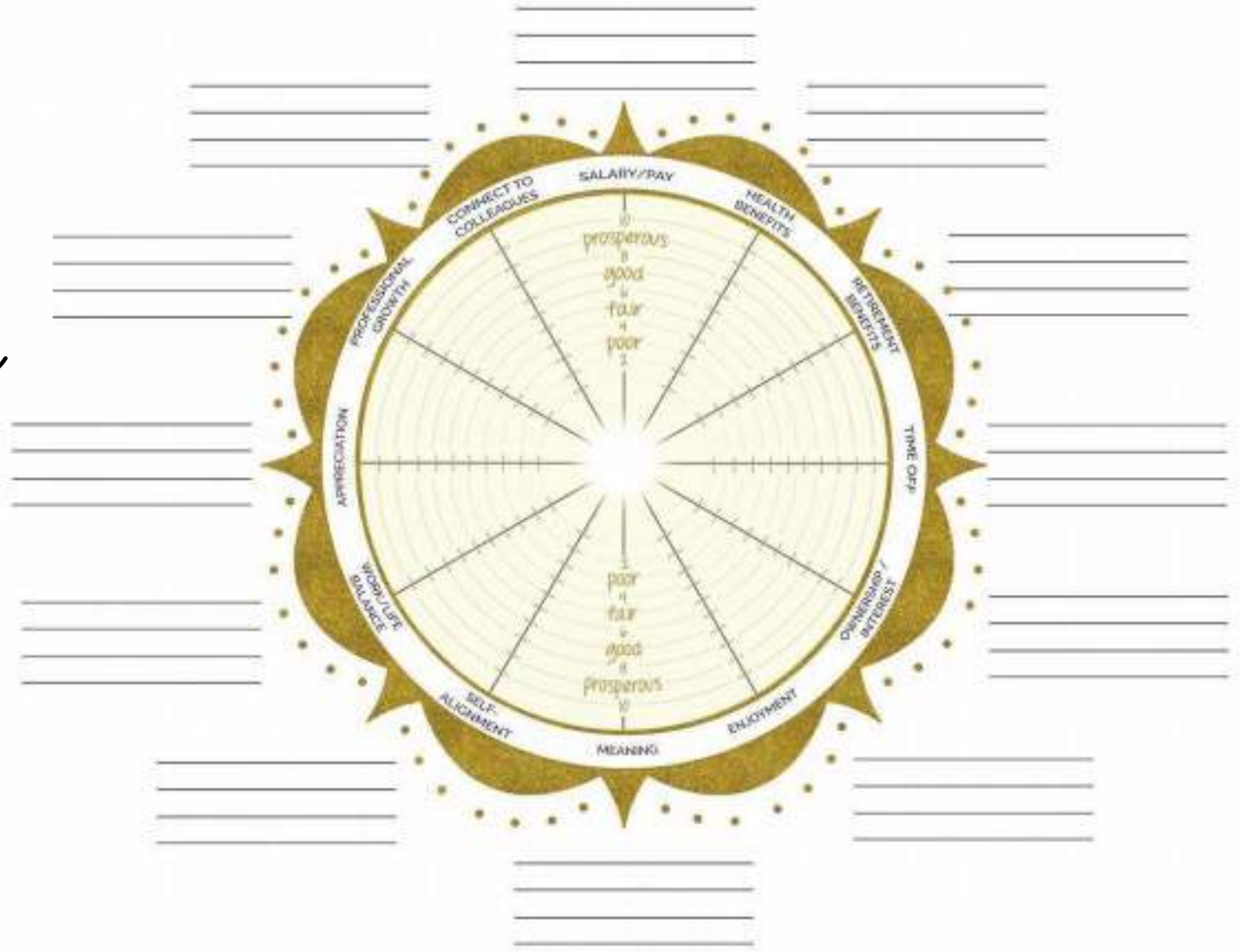
# Work-Life Balance

## Flexibility:

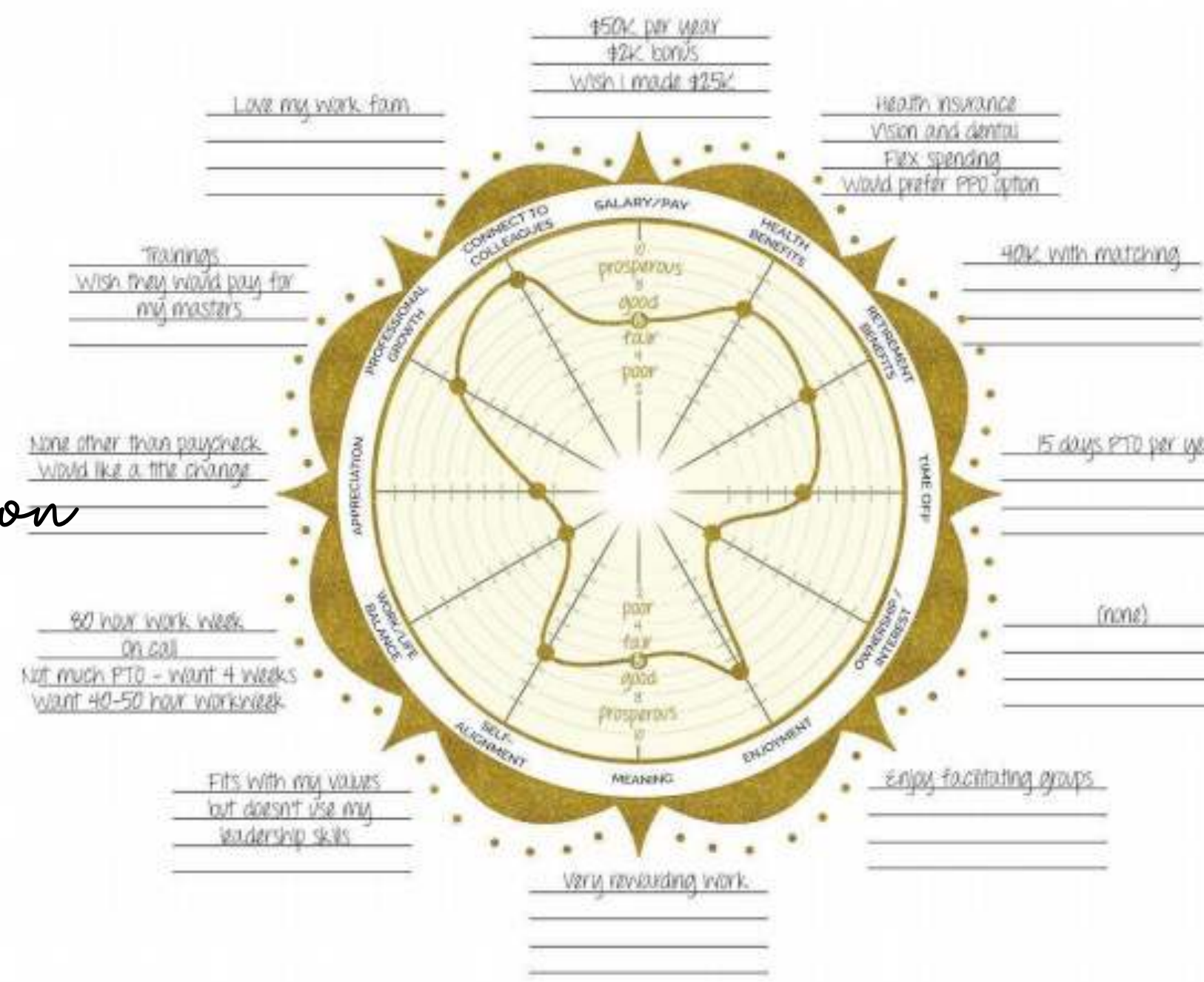
- Scheduling/shifts
- In person/remote work
- Deadlines
- Support resource
- What else?



# Work-Satisfaction Wheel



# Sample Completed Work-Satisfaction Wheel



# *Community Connection*

- Personal check-ins
- Personal sharing
- Peer support
- Social/fun connection
- Staff appreciation/recognition



# 360 Reviews & Feedback

- Requesting feedback after:
  - Job offer declines
  - Onboarding
  - 6 month/annual reviews
  - Exit interviews
- Check [glassdoor.com](https://www.glassdoor.com)



# Compensation Review

- Check industry standards:
  - Salary.com
  - Professional associations
- Provide perks such as:
  - Calm/Headspace
  - Ginger
  - Holisticly.com
  - EAP
  - What else?



# Implement Mindfulness in the Workplace Programming

- GOOGLE
- NIKE
- ACCENTURE
- SONY
- LOREAL
- BRITISH AIRWAYS
- NOKIA
- MICROSOFT
- AMERICAN EXPRESS
- JOHNSON & JOHNSON



# Conduct Staff Training

- The American Psychiatric Association Foundation Center for Workplace Mental Health's [Right Direction Program](#)
- [USA Mental Health First Aid](#)
- Employee Assistance Programs
- Corporate Trainers





# Provide Wellness Trainings (EAP)

- Mindfulness
- Stress Reduction
- Management trainings
- Work/life balance
- Communication
- Conflict Resolution
- Self-Care & Support
- De-escalation Trainings
- Cultural Sensitivity /DEI
- Anti-Harassment
- How to Deal with Difficult People
- Building Resilience
- Promoting Positive Mental Health
- Managing Change
- Working remotely



# Other EAP Services for Supervisors & Leadership

- Critical Incident Stress Debriefings
- Workplace Wellness Events
- Educational Training
- Employee Resource Group (ERG) Programs
- Accountability Groups
- Drug-Free Workplace Programming



# Create Programs & Events

Take the [NAMI Stigmafree Pledge](#)

Celebrate Awareness Months

Create a [Mental Health Diplomats Program](#) where employees volunteer to serve as a resource for their colleagues who may be struggling with mental health concerns—connecting them to services offered by the company as well as other resources.

Consider doing a [NAMI Walk](#) a team building & awareness event



# Address Employee Mental Health Issues

- Act swiftly, don't delay or minimize
- Express care & concern, not criticism
- Practice active listening & empathy
- Focus on specific behaviors, not character or personality
- Avoid labeling or diagnosing
- Respect confidentiality



# Encourage Utilization of:

- **EAP Services**
  - Voluntary referrals
  - Supervisory referrals
  - Services for family members
  - Resources to alleviate stressors
  - Childcare & Eldercare
  - Legal & Financial
- **Flex Spending/Health Savings Accounts**
- **Sick benefits & FMLA for time as needed**
- **Insurance Benefits (Mental Health Parity Law)**



# Suggestions for Leadership

- Take care of your own mental health
- Practice self-care
- Be aware of your emotional process (EQ)
- Do not enable, collude or go into denial
- Maintain good boundaries with detachment
- Document (factual, objective, clear)
- Get consultation & support (legal, HR)



# Networking

- Professional associations
- Community events
- Chamber of Commerce
- Rotary Club
- “Muffin Marketing”
- Cross Referral Opportuni

“Next to doing the right thing, the most important thing is to let people know you are doing the right thing.”

- John D. Rockefeller



# A How to Guide to Leverage Networking

- Ask how you can help, rather than what you need
- Connect on LinkedIn
- Send them resources
- Follow-up
- Nurture your relationships





# Create a Business Plan

- Set SMART Goals
- Break tasks into smaller objectives
- 1-3-5 year plan
- Find an accountability partner





## Select a Board of Directors

- Attorney
- Accountant
- Mentor
- Coach
- Marketing consultant
- Practice management group
- Who else?

“A fool despises good counsel, but a wise man takes it to heart.”  
- Confucius

*What are you going to do now?*

KEEP (doing)	START (doing)	STOP (doing)

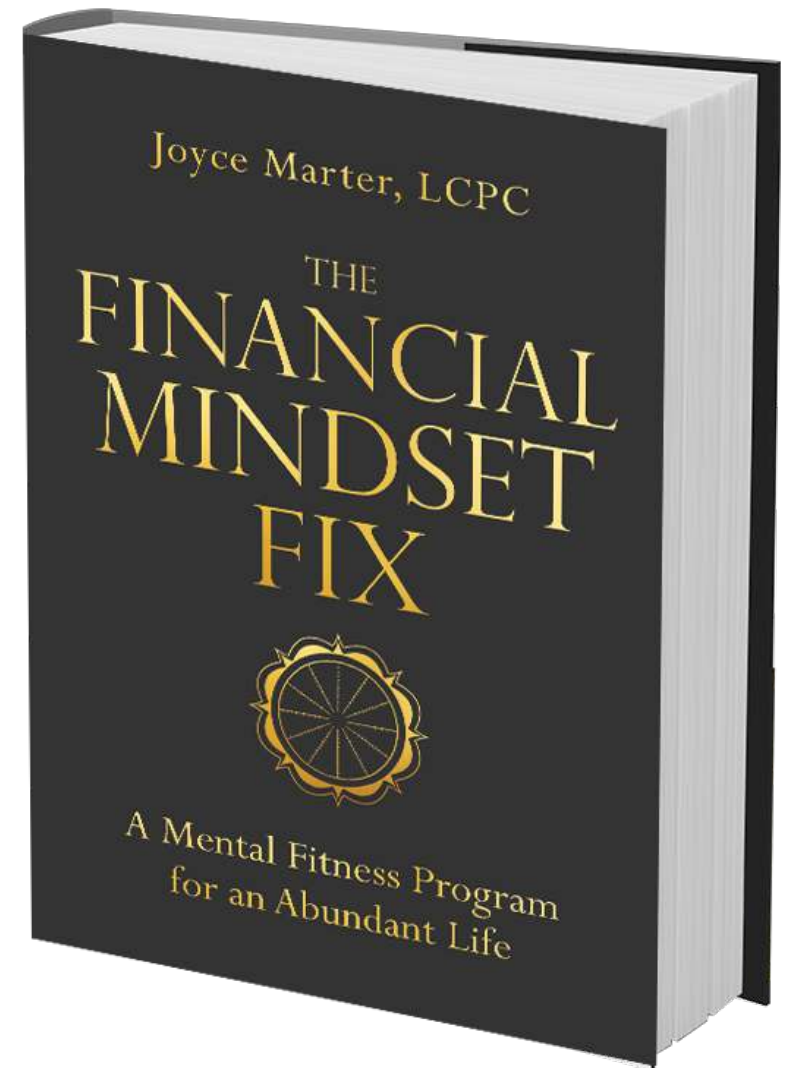
# Wellness Programming Resource

*Mental Health & Financial Health Corporate Wellness Program*

[Available for pre-order on Amazon](#)

*Available in bookstores July 27, 2021*

Published by [Sounds True](#)



Q&A





# Thank You!

[www.joyce-marter.com](http://www.joyce-marter.com)



Joyce\_Marter



[joyce@joyce-marter.com](mailto:joyce@joyce-marter.com)



Joyce.Marter



Joyce Marter



JoyceMarterLCPC



Joyce Marter

**Joyce Marter**