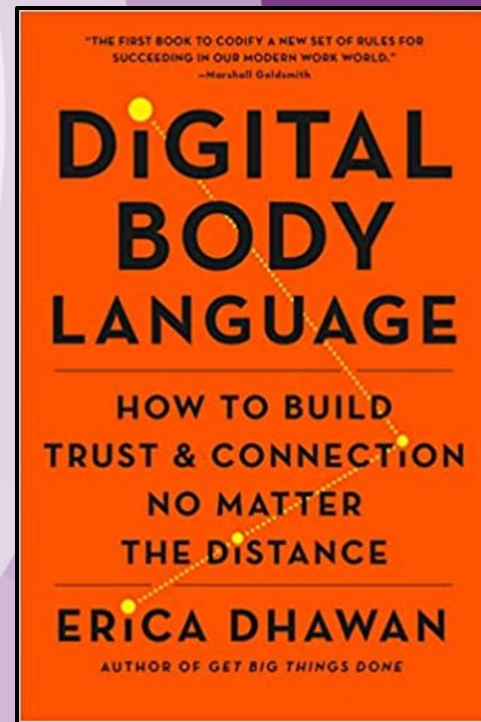




Digital Body Language: How to Build Trust & Connection No Matter The Distance

Michigan Great Lakes HFMA Chapter

Education Series #1
October 9th, 2023



hfma™

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Speaker Introductions



Rachel Hatt, CRCR
Trinity Health
Senior Performance
Management Consultant



Julie Pender, CRCR
Trinity Health
Senior Training &
Deployment Specialist



Lydia Tiguer, CRCR
Trinity Health
Performance Management
Consultant

Reflection

**“WITHOUT TRUST WE DON'T TRULY
COLLABORATE; WE MERELY
COORDINATE OR, AT BEST, COOPERATE.
IT IS TRUST THAT TRANSFORMS A
GROUP OF PEOPLE INTO A TEAM.”**

– STEPHEN COVEY

Michigan Great Lakes HFMA Women in Leadership Planning Committee 2023-2024

- Courtney Guernsey
- Rachel Hatt
- Kristi Hewitt
- Sara McGlynn
- Julie Pender
- Kari Simpson
- Nancy Smith
- Lydia Tiguert
- Kelli Williams
- Brittany Zuzelski

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Upcoming Chapter Events



68th Annual Fall Conference –
Choosing a Path: Assessing
Opportunities and Threats.

October 23rd Kellogg Center,
Lansing



Fall Virtual Revenue Cycle
Seminar

November 9th 12-5 PM



WPS Medicare Cost Report
Audit Update

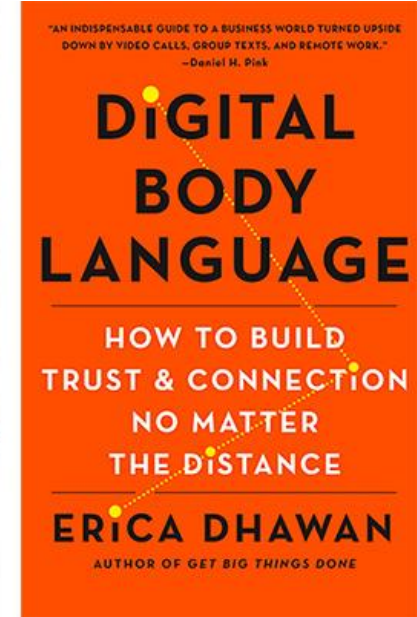
December 12th 11-12 PM, Zoom
Webinar

Webinar Navigation

- Participants are unable to turn off mute
- If you have questions, please submit them via the Q&A window
- Add general commentary to the chat window
- This webinar is being recorded
- Please respond to the polls throughout the session
- There will be time at the end to address questions

About The Author: Erica Dhawan

- Author, Entrepreneur, Mother, Award Winning Keynote Speaker
- Grew up as a shy, introverted Indian-American girl in Pittsburgh.
- Studies teamwork and collaboration
- Her first book: Get Big Things Done, The Power of Connectional Intelligence



Dhawan, E. Digital Body Language. London, UK. HarperCollins Publishers.

“Contemporary communication relies more than ever on ***how*** we say something rather than on ***what*** we say. That is, our ***digital body language***.”

-Erica Dhawan

Agenda

Part 1: Digital Elements of Style – Rachel Hatt



Part 2: The Four Laws of Digital Body Language – Julie Pender

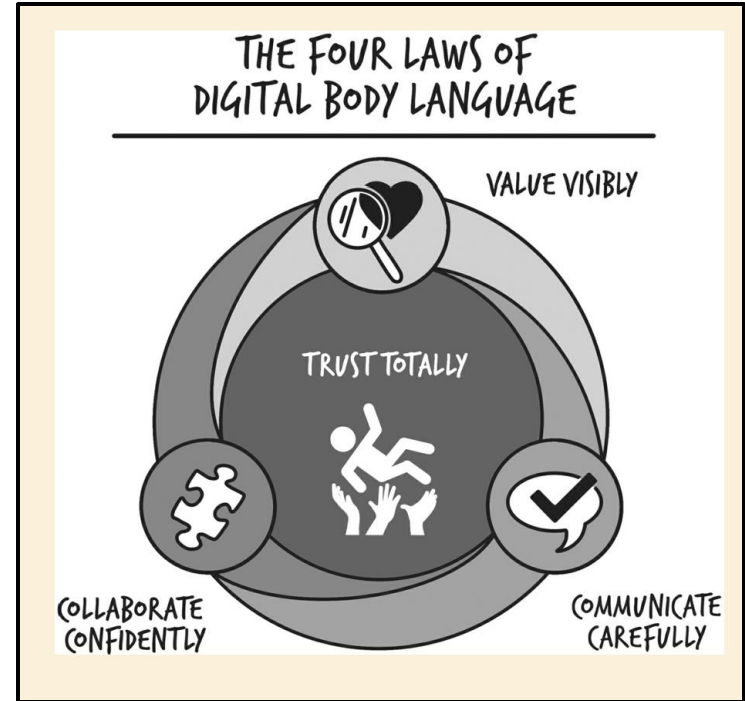


Part 3: Digital Body Language Across Difference – Lydia Tiguert

Part One: Digital Elements of Style

What is Digital Body Language?

- **Value Visibly** – attentively aware of others & conveying appreciation
- **Collaborate Confidently** – supporting others & thoughtful teamwork
- **Communicate Carefully** – minimize misunderstandings & being as clear as possible
- 3 elements lead to teams that **Trust Totally**:
 - Open team culture
 - Asking others for help
 - Creates psychological safety



Digital Disconnect

Cue-Less

- 60-80% of nonverbal cues make up communication
- 70% of communication is now digital

Ability to Care is Compromised

- How do we show appreciation these days?
- Delays in technology can impact our impression of others

Our Timing is Off

- Not like talking in real time conversation
- Challenges describing sense of urgency

Screens Have Altered Body Language

- Overlook physical signs
- Technology interruptions
- Missing small clues

Traditional Body Language vs. Digital

Traditional	Digital
Head tilt (active listening)	Liking a message. Praise someone's efforts in an email.
Pausing during a conversation	Taking a few minutes to respond to a text. Thoughtful reply to an email. Pausing during a conference call to allow someone else to speak.
Smiling	Using exclamation points and emojis (within reason). Adding a "Have a great weekend" to your email. Laughing during a meeting.
Nodding (indicating approachable & engaged)	Responding promptly to others. Thumbs up in team chat.

Communicating to Convey:

Trust

- Direct language
- Clear subject lines
- Never bcc anyone without warning
- Mirror sender's use of emojis/informal punctuation

Engagement

- Timely responses
- Answer all questions posed
- Avoiding multitasking on mute
- Positive emojis & real-time responses

Excitement

- Exclamation points
- Capitalization
- Emojis to convey emotion

Urgency

- Opt for phone call instead of email
- Skips greetings
- Issuing the same message on multiple channels

Say What You Mean, Mean What You Say

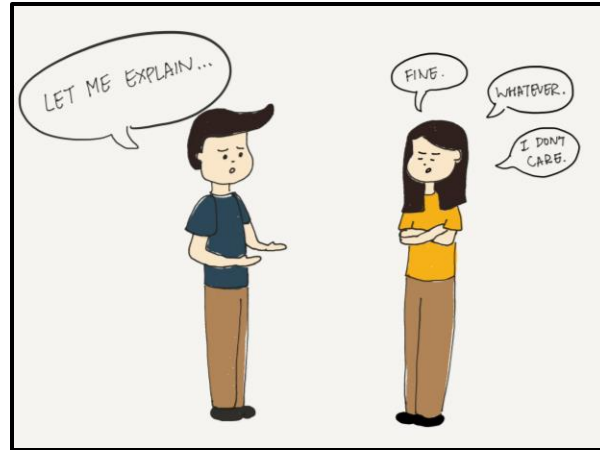
Digital Intention vs. Interpretation





- Trust & power dynamics have an impact
- Be impeccable with your own language
- People behave differently behind a screen vs. in person

Common Anxiety Producing Elements of Digital Body Language

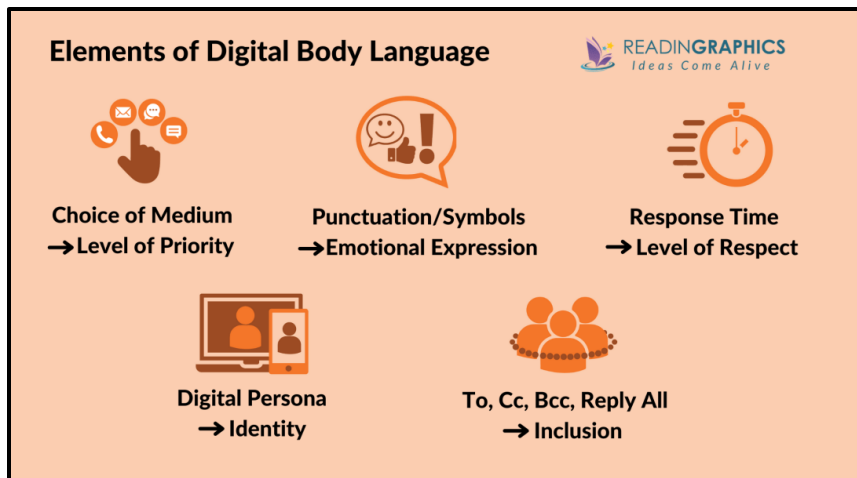
- Brevity
- Passive-aggressiveness
- Slow Responses
- Formality



Avoid these 4 phrases that make you sound passive aggressive	
Instead of:	Try this:
 "Per my last email..."	 "I'm following up on the below..."
"For future reference..."	"In case it's helpful..."
"Bumping this to the top of your inbox..."	"I know you're busy, but I thought I'd check in on this..."
"Going forward..."	"How about we try doing..."

make it

Digital Body Language Signals

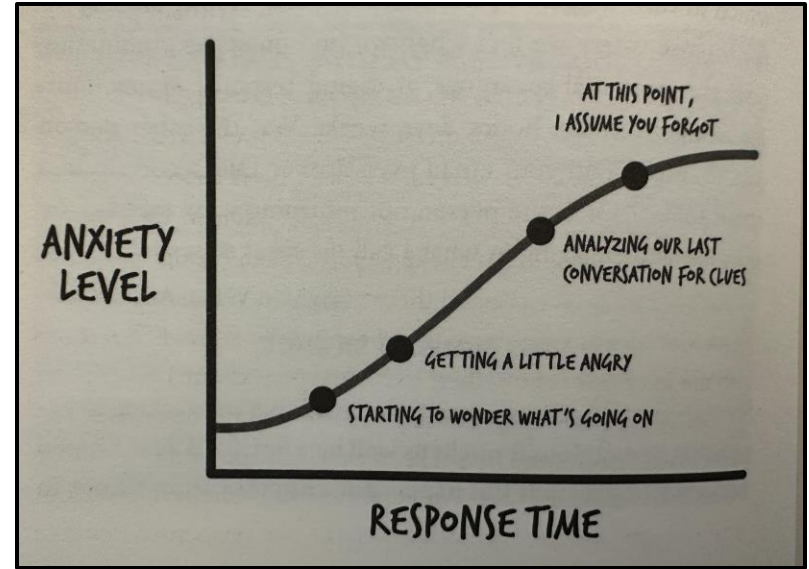


- **Priority** = Choice of Medium
- **Emotion** = Punctuation and Symbols
- **Respect** = Timing
- **Inclusion** = To, Cc, Bcc, Reply All
- **Identity** = Your Digital Persona



Fast-Paced World: Real Time Responses

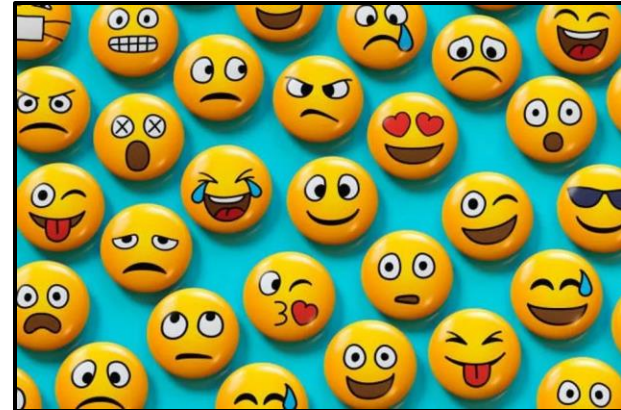
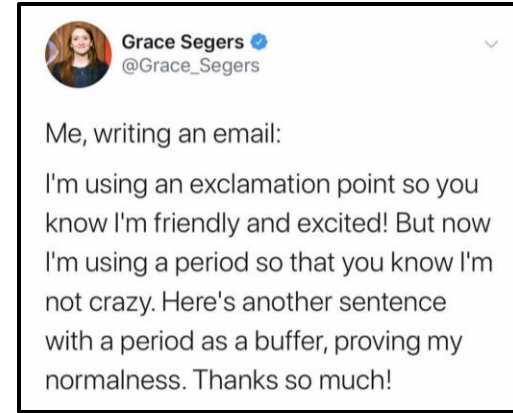
- Often feeling frustrated when we don't receive immediate responses
- Delayed emails, texts & even being ghosted in the corporate world
- Our speed, or lack of, emits signals to others
- Tips if no response:
 - After 2 requests, try a different medium
 - Don't jump to conclusions
 - Set time aside on your calendar to follow-up



Source: *Digital Body Language*, page 40.

Emojis & Punctuation: Learning the New Lingo

- Emojis
- GIFs
- Exclamation points (!!!)
- Question marks (???)
- Both (!?)



Part Two:

The Four Laws of Digital Body Language

Value Visibly

- More sensitive to other people's time and needs
- Reading digital communications with care and attention
- Respecting other people without being in a rush



When relationships are mediated by screens, how do we make the invisible visible?



Don't assume
no news is
good news

Don't rely on
assumptions
to gauge
feelings

Do weekly
video check
ins

Do value your
colleague's
time

Value Visibly – 50%

Over half of employees report they don't receive respect

- Leaders express gratitude or respect in other ways and employees do not recognize it
- Change the way we show respect, so they feel valued
- No longer have visible cues of meaning and understanding

Common Pet Peeves to Avoid



Being in a rush

Sending a message without proof reading

Speeding through a call to get to the next one

Claiming you're too busy to check in with your team



Not respecting others time

Double booking meetings

Prioritizing your own schedule over others while scheduling

Letting meetings/calls run over

Sending "urgent" emails that are not actually urgent

Allow useless recurring meetings to stay on the schedule



Forgetting to show gratitude

Getting in the habit of written only communication without including phone or video check ins where your colleagues can hear the words "Thank You"

Sending vague emails

Not crediting everyone on the team when sending in a deliverable



Multitasking during face to face and video meetings

How many of us have said this? "I'm just answering a quick text....."

Responding to emails or chats from your laptop/phone

Looking down at your phone when others are trying to make eye contact

Not silencing your notifications

Communicate Carefully

Get to the point

- Say what you mean

Consider Context

- State what you need
 - from whom
 - when

Consider medium

- Email
- Text
- Chat

Consider your audience

- Colleagues
- Your staff

One Person's Success is Another's Failure!

Consider:

There was an online document sharing resource that launched in 2007. On its first day it attracted 30,000 unique users. The CTO was thrilled with this number while the CEO was not.



Stats



80% of all projects suffer due to lack of clarity and detail



56% of strategic projects fail because of poor communication



\$75 million loss for every \$1 billion spent!

Communicate Carefully Checklist



- ☐ Who needs to be included?
- ☐ What do I want my audience to do when they receive this message?
- ☐ What specific context or information do they need?
- ☐ What is my tone?
- ☐ When is the best time to send this message?
- ☐ Am I comfortable with this message if it is screenshotted, forwarded or shared? Or should this be a phone call or face to face?

Communicate Carefully

Just because we live in a digital world doesn't mean that we only communicate digitally – pick your channel carefully!

Complexity of Argument	Best Channels to Use	Why?
High	Articles, blogs, visual presentations, video calls	Allows for greater trust-building; can include supporting elements like photos, videos, and a feedback or commenting option
Medium	Email, phone, group conference calls	Allows for context and back and forth discussion
Low	Text, IM, and group chats	Allows for quick responses and requires less context

Collaborate Confidently

- We collaborate confidently when we state our needs clearly, including when and why we need something, leaving no room for misinterpretation (*or fear or anxiety*)
- Why is this so hard in the digital workplace?

Collaborate Confidently Principles

- Stay in the Loop!
 - Understand what other departments do
- Fight Thoughtless Deadlines!
 - Be realistic
- Eliminate Chronic Cancellations
 - Can have company-wide repercussions
- Practice Patient Responses!
 - Haste makes waste

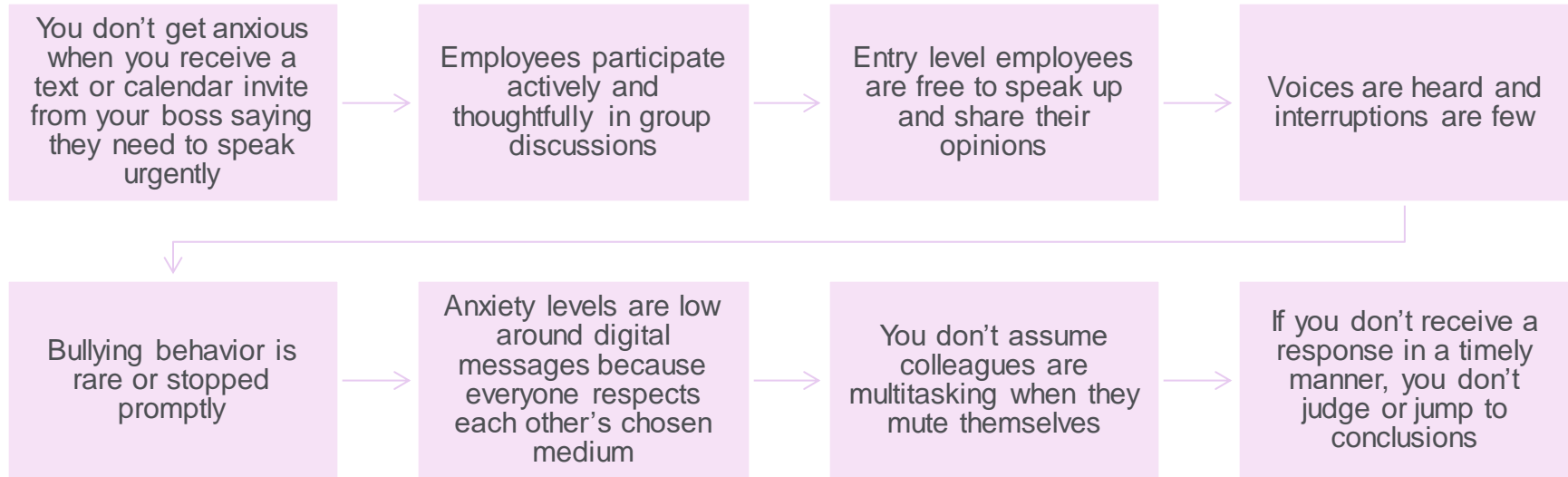


Trust Totally

- Don't answer the front door if it's someone you don't know!
- Stay off the five-rung ladder in the playground!
- Stop touching the dirt!
- Never ever get in a car with a stranger!



What does it look like?



Break it down

“ Got it, thx and will review on Tuesday when back “

Acknowledged receipt

Appreciated her work

Admits she hasn't
looked at it yet, but
she will

Trust Totally

Poll



**Value
Visibly**



**Communicating
Carefully**



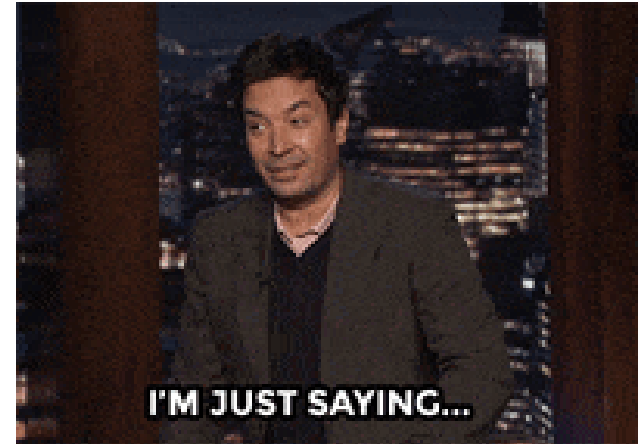
Collaborating Confidently

Part Three:

Digital Body Language Across Difference

Showing Confidence

- Don't over-apologize
- Avoid hedging language (Probably; I think maybe)
- Limit excessive flattery or subservience
- Avoid Filler Words
 - It's my feeling that
 - I guess
 - In my opinion
 - I just



Tips for Direct Requests

If your preference is to display warmth while making direct requests:

- Show both competence (direct requests) and warmth (friendly greeting or signature)
- Be succinct, but also offer a framing statement (I'll be as specific as possible)
- Be direct but also explain the motivation (I'd appreciate if you do this. We need this done at 5 pm because the product is launching tomorrow).
- End with Best, Thank you, or no salutation

Tips for Direct Requests

If your preference is to display flat messages when making requests:

- Use an emoji or exclamation point
- Use a closing salutation
- Include everyone in meetings and give shout-outs



Generational Differences: Digital Native VS Adapter

“Effective digital body language is about tailoring communication-not to fit the natural preferences of one generation over the other but to meet the demands of the task at hand.”

Generational Differences: Digital Native VS Adapter



Texting?

Native



Calling?

Adapter

Generational Differences: Digital Native VS Adapter

Text that an email has been sent



Native

Wait for a reply



Adapter

Generational Differences: Digital Native VS Adapter

Ask for details in an email to be summarized again verbally on a call



Adapter

Responding to missed calls with a text or email



Native

High and Low Context Cultures

High

- Communicate in ways that are implicit and rely heavily on nonverbal cues
- Expected to read between the lines to build long-term relationships
- Face-to-face and phone interactions are common

Low

- Explicit verbal communication
- More common to challenge superiors by proposing opposing views in texts or emails

High vs Low Context Cultures

High

Include details from discussions

Ask to confirm tasks

CC managers or ask managers before sending direct reports requests

Include personal notes

Always greet people before discussion

High vs Low Context Cultures

Low

Are direct

Use bullet points and bold text to highlight important points or due dates

Only say yes to requests when you have the capacity to follow through

Don't mix personal notes with work requests

Make emails readable on a smartphone

Best Practices Across Difference



DON'T BE AFRAID
TO DISCUSS
DIFFERENCE



ALWAYS BE
PREPARED



DESIGN FOR
MEETING
ENGAGEMENT



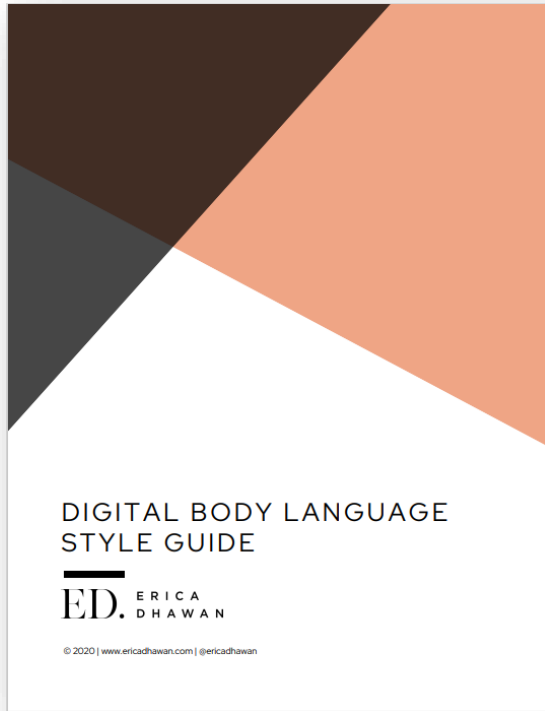
EVEN THE
PLAYING FIELD

Conclusion & Guidebook Tips

Summary Infographic



Free Resources Available



- Digital Body Language Style Guide available for free download @
- www.ericadhawan.com/digitalbodylanguage
- YouTube & Erica's website showcase her prior speaking engagements
- Tik Tok & Instagram pages: @ericadhawan_
- LinkedIn page – can subscribe to her newsletter “Supercharge Collaboration”

Key Takeaways

Part 1 Digital Elements of Style	Part 2 The Four Laws of Digital Body Language	Part 3 Body Language Across Difference
<ul style="list-style-type: none">• Communicating well, with intention can lead to great results• Be thoughtful with your digital body language and its signals• Focus on how you say something, as much as what you are saying• Have fun – use punctuation/emojis to express yourself	<ul style="list-style-type: none">• Value Visibly-outwardly show respect• Communicate Carefully-say what you mean; pick your channel• Collaborate Confidently-state needs clearly including when and why• Trust Totally-achieving all 3!	<ul style="list-style-type: none">• Be confident• Take your preferences into consideration when making requests• Communicate effectively to complete the task at hand• Identify high or low context cultures

Question & Answers

What is Your Digital Body Language Style?

1. What are the best channels for others to digitally communicate with me?
2. What are my digital body language pet peeves?
3. What do I value most when others communicate with me (e.g. clarity, accountability, actions)?
4. Am I a digital adapter or digital native?
5. Is my digital body language influenced by previous work cultures or bosses?

Thank you for attending the webinar today!