


Mercury Direct Communications

**Communication**  
**Culture**  
**Synergy**

The background features a central light green circle surrounded by several larger, semi-transparent orange and teal circles. Small blue and orange dots are scattered across the scene, some connected by thin, faint lines, creating a network-like or orbital aesthetic.

**Company culture is not written down. It is acted out. A company's culture is a 50-day moving average of "how it is", not how it thinks it is, wants to be, or was supposed to be.**

**Jason Fried**

# My Story



**Amy Kruse**  
Your Guide

I have spent 25 years in healthcare in both administrative and clinical settings. I started this business because I experienced a huge need in just about every place I worked and healthcare structure continues to become more complex not less.

# What do I do exactly?

I collaborate with teams and individuals to guide them towards flow within the workplace through impactful communication skills because I believe that everyone deserves to work in a functionally productive setting. I work side by side with my clients to give them the needed space to master new communication skills.

# How does the process work?

- Meet to discuss problems and challenges client is facing
- We discuss goals and ideal outcomes
- I create a custom roadmap that ties skills to the goals discussed
- We work through the roadmap by mastering the skills
- Checking and tweaking is part of the process
- Graduation!

**\$12-15K**

Loss per employee/year due to bad communication

**53%**

Healthcare workers who report disconnects at least weekly

**5%**

Healthcare workers feel their organization does not experience disconnects

# Communication in numbers



**4.5X**

Times more likely to have high employee engagement

**20%**

Experience less employee turnover

**91%**

Will work for success when given good understanding of their role

# Communication in numbers



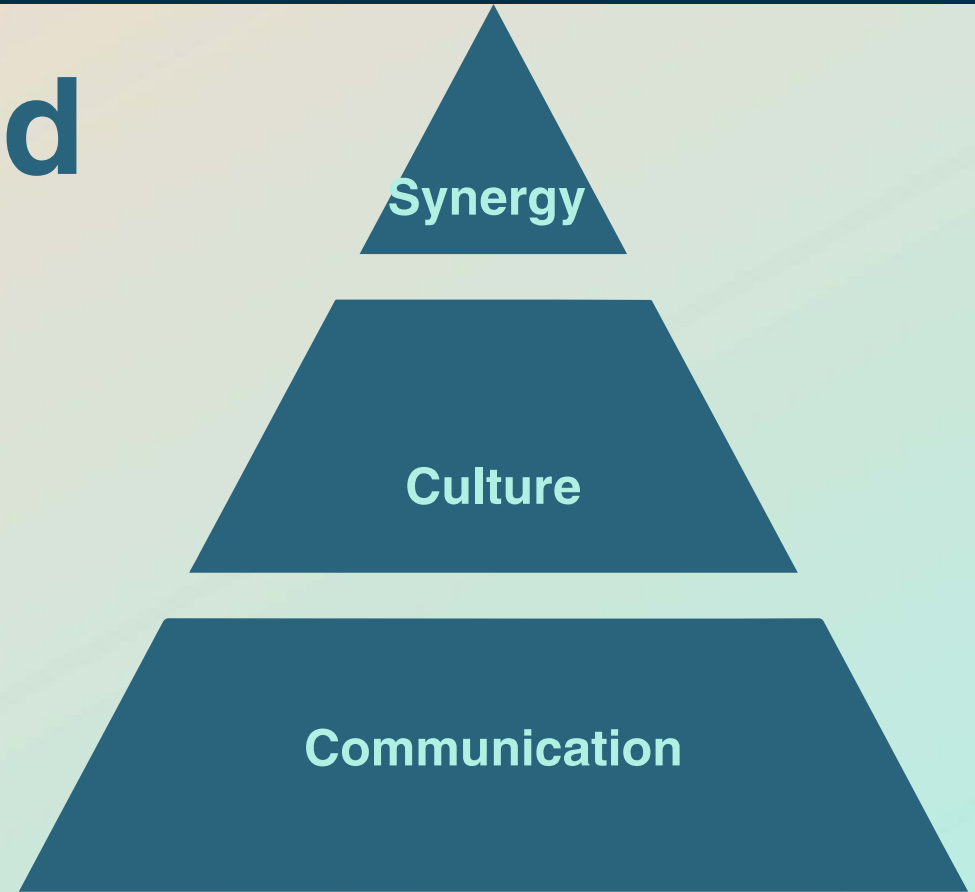
The background features a series of overlapping, semi-transparent circles in shades of orange, teal, and light green. Several small, solid-colored dots (blue, orange, and grey) are scattered across the scene, some appearing to be on thin, faint lines that suggest a grid or orbital paths.

# **Elements of a Functional Setting**



# Synergy Pyramid

Elements of a functional  
setting



# Synergy

- Improved retention
- Increased productivity
- Full opportunity management
- Consistently achieving goals
- Team wins

# Culture

- Increased transparency
- Shared vision
- Cohesive team
- Increased morale
- Establishment of trust
- Employee engagement

# Communication

- **Assertive communication**
- **Empathy**
- **Invite input**
- **Define success**
- **Employ peer mediation**

The background features a series of concentric circles in shades of orange, peach, and light green. Several small, semi-transparent dots in blue and orange are scattered across the design, some positioned on thin grey lines that suggest a circular path or orbit.

# **Communication Skills**



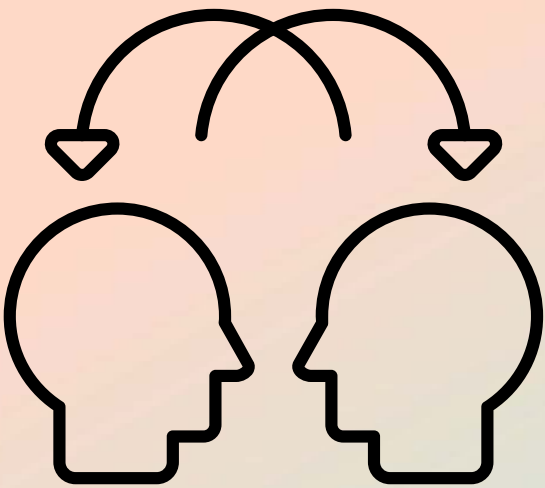
# **Assertive Communication**

- **Confident, Concise, Controlled**
- **The middle road between passivity and aggression**



# Remove Emotion

- **Speak to the issues**
- **Speak to the money**
- **Speak to the outcomes**
- **Speak to the goals**



# Empathy

- **Listening - take notes if needed**
- **Ask questions**
- **Stay away from passive filters**





# Invite Input

- Tap into the genius of your team
- Invites engagement
- Builds sense of trust and belonging
- Creates cohesion
- You are not expected to do everything yourself



# Discuss Success

- What does it look like for your team?
- Name the elements
- Be explicit
- Give your team a target



# Timing

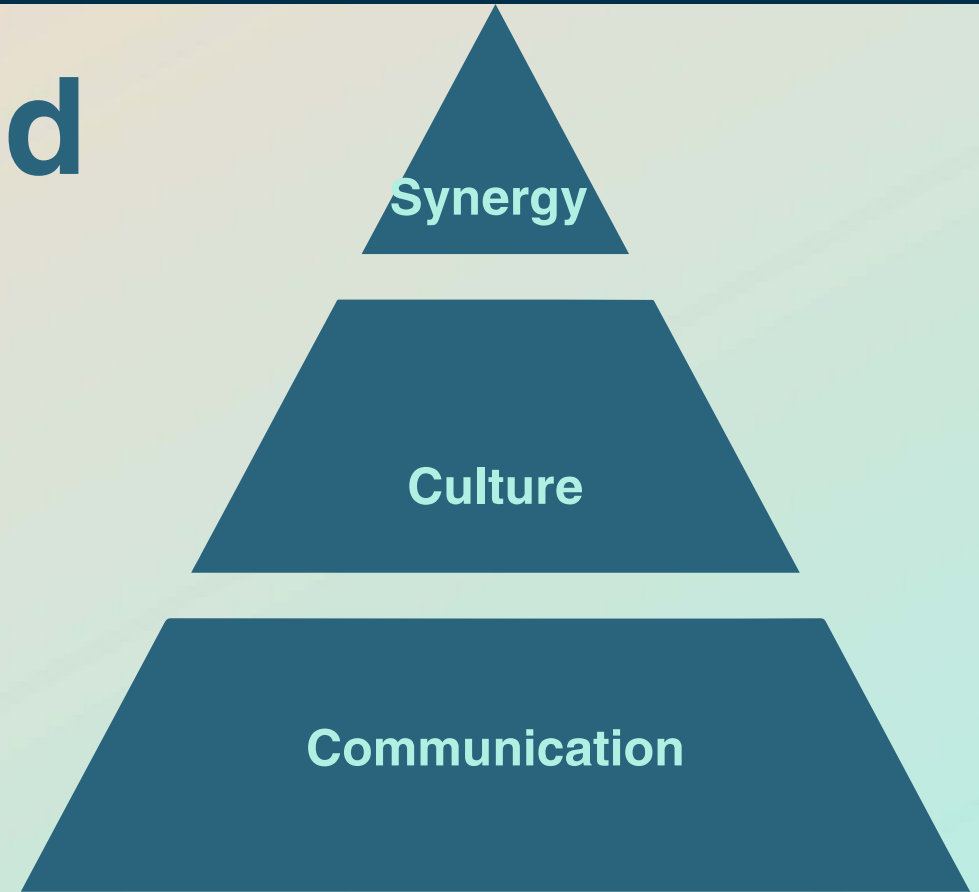
**Effective timing of communications both up and down stream, when you communicate is just as important as how**

The background features a central light green circle surrounded by a larger, semi-transparent orange circle. The entire composition is set against a light teal background with faint, thin grey lines forming a grid or orbital pattern. Several small, semi-transparent blue and orange dots are scattered across the scene, some appearing to be on the grid lines.


# **Assertive Communication Role Play!**

# Synergy Pyramid

Elements of a functional  
setting



**What does the top of the pyramid  
look like for you?**

The background features a series of concentric circles in shades of orange, red, and teal. Several small, semi-transparent blue and orange dots are scattered across the design, some appearing to be on thin white lines that curve across the frame.

**Company culture is not written down. It is acted out. A company's culture is a 50-day moving average of "how it is", not how it thinks it is, wants to be, or was supposed to be.**

**Jason Fried**