

OMG! What did I do wrong now?!



Communicating with Cardholders and Approvers



VCU Procurement Services

Molly Gross

VCA, CPCP

mkgross@vcu.edu



VCU Procurement Services

Agenda

I. Help Me, Help You

- Discuss your communications with cardholders/approvers and how best to relate to them.

II. Everybody Remain Calm!

- How to handle an escalated communication
- Tips to handle being labeled “the cops”

III. You

- Putting your own spin on communications
- Tips on dealing with the impact of communications on the PA



VCU

VCU runs one of the largest programs in the Commonwealth

Cardholders:
972

P-Card Accounts:
1183

FY18 Transactions:
82,026



Total FY18 Spend

P-card:
\$22,654,353.26

ATC:
\$3,532,981.65

\$26,187,334.91

Travel Card Accounts:
101

FY18 Spend:
\$334,764.14

Part I.



VCU

Procurement Services

Their perception

- Fear of the unknown
 - Transparency is the cure
- Get them on your side
 - Listening to them is sometimes all they need/want
 - They will give back what you give them
- Educate
 - What is the real question?
 - “One call resolution”



Know your audience

- Do you know your folks?
 - Even if only by name?
 - What their needs are?
- Forms of address
 - Email signatures provide excellent clues
 - Are they Staff? Faculty? Doctors?
- Buzzword Bingo



Know your audience (cont.)



BOOMERS 1946-1965	GEN X 1966-1977	MILLENNIAL 1978-1995	GEN 2020 After 1995
<p>Experienced: Television, Moon Landing, Watergate, Vietnam War</p> <p>Work is: Expected</p> <p>Aspiration: Job security</p> <p>Changing Jobs: Loyal to employer; connecting to values</p> <p>Career Paths: Upward mobility</p>	<p>Experienced: MTV, Nintendo, PC's</p> <p>Work is: A difficult challenge</p> <p>Aspiration: Work-life balance; independence</p> <p>Changing Jobs: If necessary for compensation</p> <p>Career Paths: Need to know options now</p>	<p>Experienced: Natural disasters, diversity, mobile technology</p> <p>Work is: A means to an end</p> <p>Aspiration: Freedom and flexibility</p> <p>Changing Jobs: Is expected</p> <p>Career Paths: Switch frequently and fast</p>	<p>Experienced: Economic downturn, Global Warming</p> <p>Work is: Consistently evolving</p> <p>Aspiration: Structure and stability</p> <p>Changing Jobs: Constantly</p> <p>Career Paths: Career "multitaskers"</p>

- Generations
 - Boomers
 - Gen X
 - Millennials

Frequency & Form



- Regular contact
 - How often do they hear from you?
 - See you?
- Email vs. Phone
 - Tone is important
- Response time

Other Communications

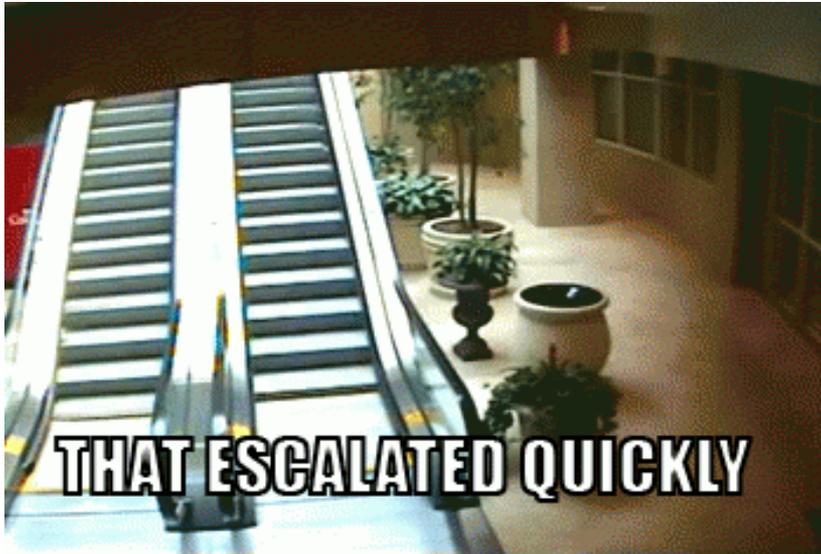
- Website
- Links
- Newsletter
- Twitter/Blog
- Training
- Fiscal Administrator Meetings



Part II. Everybody remain calm!



Wow...



- Diffuse the situation as best you can
 - Remain calm
 - Equal application
- Listen
- Be Silent
- Managerial Support

Oh no! It's the cops!

- Don't make "the call" the first communication they have with you
- "The Untouchables"
 - Don't let the label define you and color all communications
- Handling the "hypothetical question...."
 - Skeptical but not jaded
 - "Horns or halos" – most exist in between



Part III. You

To succeed in life, you need three things: a wishbone, a backbone and a funny bone.

Reba McEntire

quotefancy



VCU Procurement Services

Who are you?

- Communications can reflect who you are
 - Be wary of templates
 - Not everything has to be serious
 - Inject your own personality
- Above all be yourself



What have you done for you lately?

- Self-care (go with me here)
- You are your program's most valuable asset!

When you are on the verge of mental collapse and something of minor inconvenience happens



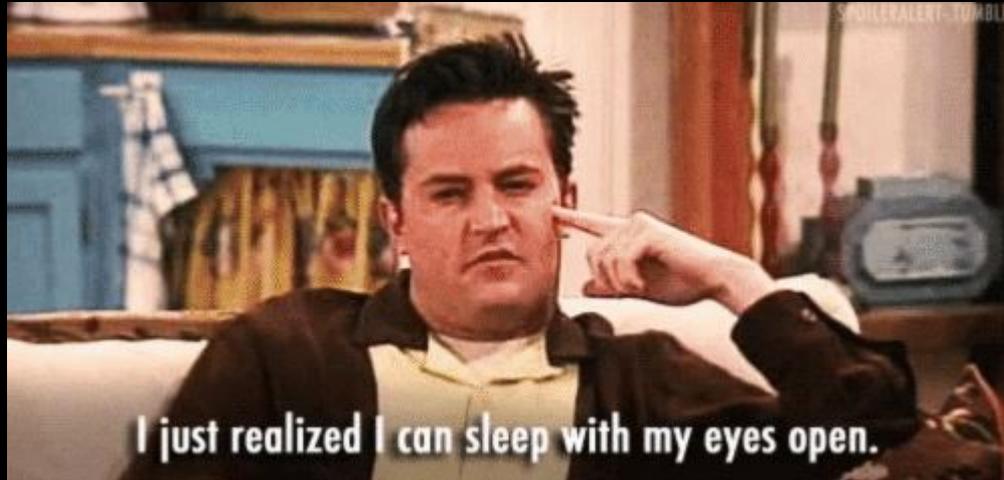
CONCLUSION

- *How* you communicate is just as important as what you communicate. Be conscious of your audience, and how you relate to them. They will give you back what you give them.
- People fear/shy away from what they don't know. If they don't hear from or see you, they will panic when they finally do. Be honest and transparent with them as much as possible.
- You are a part of these communications too, be sure you are taking yourself into account.

Humor is the affectionate communication of insight. Leo Rosten



If you're still awake do you have questions?



Thank you!



VCU Procurement Services