Jim Roman's BOI BUSINESS OWNERS INSTITUTE®

Using Caring Calls to Create a Culture of Connection

What is a Caring Call?

Caring Calls are the #1 most important thing you can do to strengthen a healthy culture or fix a struggling one. They're when you reach out to someone to say "Thank you," "I appreciate you," or "How are you doing?" They're personal; their point is to build warmth and connection. They're powerful because when someone feels like you're invested in them, they'll be invested in you and the work that's important to you.

Who do you make Caring Calls to?

Everyone! But not all by yourself. Caring Calls are like a phone tree: You call the people directly under you, they call the people under them, and all the way down until everyone has been reached.

Association Phone Tree

Executive Director
⇩
Board Members
⇩
Committee Chairs
⇩
Committee Members

Business Phone Tree

Owner/CEO
⇩
Division/Department Heads
⇩
Managers
⇩
Team Members

How often do you make Caring Calls?

Try to call everyone on your list at least once a quarter, but you might reach out more often when someone needs support during a trying time.

How do you make Caring Calls?

There's only one rule: **No business.** You're not checking on that report or seeing how a project is going. Here are a few other tips:

Keep it basic:

How are you doing? No, really, how are <u>you</u> doing?
Did you do anything fun last weekend?
What's the most interesting thing you've read or watched lately?

If you know about a person's hobbies or family, ask about them.

★ **And the #1 most important question to ask during a Caring Call** ★
Is there anything I can do for you?

v. 2025-05 / © 2025 Business Owners Institute, LLC.®