

CRESITA LLC

NEWSLETTER

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Relationships

To my way of thinking relationships are the key to business success, of course good communication is an important part of building any valuable relationship. One only needs to look at reality TV for just a few minutes to see that the basis of many reality shows are the relationships between and amongst the characters and their challenges with communication.

My thinking on relationships was formulated many years ago, when I was tasked in a job with fundraising for a nonprofit. I went to a fund raising seminar where the speaker said people only give to people and this really resonated with me. The speaker went on to say that people will not share their time, talent, or their treasure with anyone unless they feel that there is a good relationship to start with. I feel this is particularly true when one looks at whether someone would donate to a charity. Most charities are not able to raise sufficient funds based on their work alone, it really comes down to a potential donor trusting the people on the staff or the leadership to be good stewards of their gift. This can still be an issue for “big name” charities, particularly when donors may feel the leadership is not a good steward of their gift.^{i ii} This is truly unfortunate, particularly because the nonprofit usually serves a needed cause even if the inappropriate action is only carried out by a small number of people and it is important to state that there is no evidence that distrust is growing.ⁱⁱⁱ

When a relationship is solid and based on good communication the donor usually feels as if they can trust the organization or the individual to be a good steward of their gift or their business.

Every organization or business will face challenges and in my advice to them I would say is the age-old adage of “honesty being the best policy” is probably the way to go even when it may seem easier to do otherwise. In healthcare errors that result in death or serious injury ,

no amount of compensation can return a loved one or restore their previous level of health or functioning. The people I have spoken to just want some type of closure to the tragedy.

Much of my take on crisis management was formulated through my relationship with the Institute for Safe Medication Practices (ISMP)^{iv} and my service on the National Coordinating Council for Medication Error Reporting and Prevention (NCCMERP).^v

The second piece of advice I offer is to get your attorney involved as early as possible. Medical malpractice is a very complicated topic and usually involves multiple factors.

I have observed that the lack of communication when a problem does occur may see individuals who look to fill that void which exists and typically that void is filled with information that may not be accurate.

Finally, my last piece of advice is to develop a crisis communication plan and practice it before the inevitable problem arises.^{vi} There are organizations that can help in not only crafting a plan but practicing its use. I have had the good fortune of participating in a number of these planning sessions over my career. A third party can bring an outside perspective that may be lacking within an organization. This can get deep, but part of any successful plan is making sure that the key people are aware that it exists.

The United Way shares a number of their learnings online and that can be a solid resource to many organizations.^{vii}

In any event, there is probably help available that can assist you in planning for a crisis, regardless of your organization's size or budget. To me the one thing everyone in the organization can do is build a solid relationship with vendors and various customers. This became painfully evident in the midst of the COVID-19 crisis.

If you believe that the staff at Cresita can be of assistance you can contact us through our web page at <https://cresitallc.com>.

ⁱ <https://apnews.com/article/us-news-board-of-directors-21f33c0573fd6dce2cbcf6f544d290f2> Accessed 10/03/2026

ⁱⁱ https://thenonprofittimes.com/npt_articles/former-united-way-exec-sues-for-12-million/ Accessed 10/03/2026

ⁱⁱⁱ <https://journals.sagepub.com/doi/10.1177/08997640221129541> Accessed 10/03/2026

^{iv} <https://home.ecri.org/pages/ismmp> Accessed 10/03/2026

^v <https://www.nccmerp.org/> Accessed 10/03/2026

^{vi} <https://www.albany.edu/communication/communications/crisis-communication-strategies> Accessed 10/03/2026

vii https://www.unitedway.org/united-we-prepare?utm_source=bing&utm_medium=paid&utm_campaign=uwp&utm_term=national&utm_content=phase_1&msclkid=752f66168bfc1a93dcc20cd7b7bc95b3# Accessed 10/03/2026