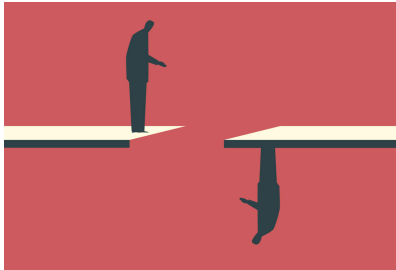

Leading Voices: Thought Leadership from TASC



[Navigating Tough Conversations Internally](#) by [TASC Team Member Grace Seidel](#)

One thing that has been coming up a lot in our work lately is how leadership, across all kinds of organizations, can best support their teams during difficult times. Whether it's structural changes, budget cuts or outside pressures, finding the right way to communicate through these transitions can be tricky. During these times, being authentic and clear in your communication demonstrates strong leadership, builds internal trust and creates mutual respect. Below are some tips to keep in mind when navigating how to best communicate with your team.

Start with what you know

It's important to note that effective communication doesn't mean having all the answers; rather, it's acknowledging what you know, what you don't and what steps are being taken to close the gap. In our experience, people aren't usually looking for perfection. Often, something as simple as "Here's what we know so far" is better than waiting to craft the perfect message. All your team wants is to feel seen, heard and valued.

Create space for open dialogue

Remember that communication isn't just top-down. It's listening and inviting feedback and questions. Making space for people on your team to speak up or share concerns without fear is just as important as what leadership has to say. Your team understands their needs best and should be a part of the conversation when determining how to best meet them.

Remember that timing is key

When a lot is going on, it's easy to move so quickly that we forget to pause and update our teams. But keeping your team in the loop matters. Timing plays a role in everything we do, and while there's rarely a perfect moment to share tough news, delaying communication can create more uncertainty. As a general rule, it's best to remain as transparent as possible.

There's no perfect playbook for these things but showing up with clarity and transparency fosters a continued sense of belonging. Recognizing and validating how others might be feeling helps strengthen relationships and keeps the team united. Don't lose sight of the most important thing: you are a *team*!

Common Cause: Salon Op-Ed



Our client [Common Cause](#), led by President and CEO Virginia Kase Solomon, published a compelling [op-ed in Salon](#) calling attention to the growing threats to press freedom and democracy. The piece highlights troubling examples of billionaire interference in media from pulled political ads and endorsements to the rollback of fact-checking by major tech platforms. The piece also underscores Common Cause's leadership in holding power accountable and protecting independent journalism in the face of mounting political pressure.

Boys Town: New England Patriot Player Supports Boys Town Through the “My Cause, My Cleats” Initiative



When the New England Patriots' season starts in September, make sure to keep an eye out for offensive tackle Caedan Wallace's new cleats. They were designed by Boys Town's high school art class as part of the “My Cause, My Cleats” initiative, which gives NFL players a chance to represent a cause that's important to them by customizing their cleats. The colorful cleats feature the famous Boys Town quote “He's not heavy, he's my brother,” as well as the words “teach,” “love” and “foster care.”

In an interview with Joe Weil of CBS Boston, Caedan Wallace said he chose to represent Boys Town out of a desire to give back to disadvantaged and at-risk youth. “I knew it would mean a lot to them, and that made it mean a lot to me,” Wallace said in the interview.

Glenn Hofmann, director of development for Boys Town New England, also reflected on the joy of the kids who met Wallace and shared details on how people can support Boys Town's mission to provide critical services to children and families across the United States.

Check out the full CBS Boston segment [here](#) to learn more about Boys Town's mission and be amazed by the talented high schoolers who designed the cleats.

Staff Updates at TASC

TASC Leadership in the News: Ragan's PR Daily Features Chairman Larry Kopp

In a recent interview with Ragan's PR Daily, The TASC Group's Chairman and Founder Larry Kopp shared his expert insights on crisis communications in today's fast-changing landscape. With rising anti-DEI backlash, shifting regulations and increased public scrutiny, crisis management has become essential for organizations. Larry explained, "Companies can no longer hide their reputation and behavior from the public or escape how they treat their customers. With social media amplifying even small missteps, industries like tech, food and airlines face heightened risk due to ethical and transparency concerns."

Larry also addressed how AI and digital media are reshaping the crisis landscape. "AI could make crises more difficult to manage since these platforms will continue to blur the lines between fact and fiction," Kopp said. "Digital media will require firms to invest in ORM (online reputation management), far more than they have in the past." He stressed that companies must act quickly, avoid waiting for crises to pass and prepare through executive training, clear internal roles and frequent plan updates.

This feature was an excellent opportunity for TASC leadership to showcase expertise and further establish TASC as a trusted thought leader in crisis communications. To read the full article, please visit [here](#).

TASC Team: Welcomes Newest Team Members Darwin Morales-Ortiz & Lauren Morganlander



Darwin Morales-Ortiz (pictured above) first joined The TASC Group as an intern after earning his master's degree in strategic communications and public relations from Sacred Heart University. He has returned to TASC as an account associate, supporting communications efforts for the firm's nonprofit clients. His talent, energy and commitment to clients make him an invaluable part of the team.

TASC also welcomes Lauren Morganlander (pictured below) as one of our summer interns. Lauren brings a passion for advocacy, communications and social impact. She looks forward to supporting the team across media relations, research and campaign strategy.

At TASC, we take pride in cultivating a supportive environment where people can grow and thrive. Every intern who walks through TASC's doors is someone we believe has the drive to succeed in our fast-paced industry.



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