

# Master High-Impact Internal & External Communication



Welcome! Today's about getting better (not bitter) about our everyday Communication! It's a skill that gets stronger with practice. So glad you're here—now let's get started!

## Starter Questions:

1. What's a recent or recurring communication situation that continues to elude or frustrate you? This could be called a "sticky" situation (with colleagues and/or team members).
2. If you had a magic wand and could fix it, what would the "fix" look like:
3. Think of a person you've seen or know that you feel is a "great communicator." What are a few things you've noticed he/she does that makes you think this? (Actions / Words/ Demeanor)



***"The communicator who connects can inspire greatness for all."***

With practice you can create: **Better strategic alignment, Greater credibility, and Clarity**

## The Big Idea

Every team member has, at one time or another, made these **four fatal assumptions**:

- People **UNDERSTAND** what was communicated. - People **AGREE** with what was communicated.
- People **CARE** about what was communicated.
- People will take **APPROPRIATE ACTION**.



## COMMUNICATION SCORE CARD

What's Working

What Needs Work

My Plan of Action

# Powerful Communication Strategies

## 3 Great Listening Tips:

Tact= The ability to make a \_\_\_\_\_  
without making an \_\_\_\_\_.

- 1.
- 2.
- 3.

The facts: \_\_\_\_\_% of problems today are caused by \_\_\_\_\_.

Recall Factors: People remember...

\_\_\_\_\_ % of what they \_\_\_\_\_.

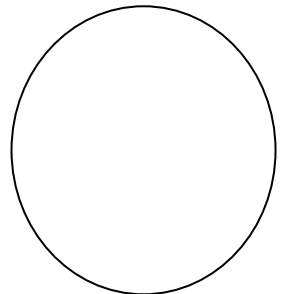
\_\_\_\_\_ % of what they \_\_\_\_\_ or \_\_\_\_\_.

\_\_\_\_\_ % of what they \_\_\_\_\_. Do you agree? Do you get frustrated when you repeat answers?



## Top 5 Common Communication Myths:

- 1.
- 2.
- 3.
- 4.
- 5.



### The 3 V's

\_\_\_ % = \_\_\_\_\_

\_\_\_ % = \_\_\_\_\_

\_\_\_ % = \_\_\_\_\_

**It's not WHAT you say it's \_\_\_\_\_ You Say it!**

**And \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, & \_\_\_\_\_ you say it!**

**Phases to lose: \_\_\_\_\_ Better to use: \_\_\_\_\_**

2 Magic Phrases: " \_\_\_\_\_ ! " & " \_\_\_\_\_ ! "

# Powerful Communication Strategies

***To motivate or persuade people***, you must know what makes them \_\_\_\_\_

and what \_\_\_\_\_ them off.

"\_\_\_\_\_ buttons " make us feel \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_.

"\_\_\_\_\_ buttons" make us feel \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_.

Name one of your "Pride Buttons": \_\_\_\_\_

Name one of your 'Hot Buttons": \_\_\_\_\_



## 4 Key Communication Styles

Which style are you?

Which style do you get along with best?

What's your best friend's style?

Which style not so much?

# Powerful Communication Strategies

## **DIRECTNESS: (E's Like This!)**

**You can get through to these best by:**

- Speaking at a faster pace
- Initiating conversations and decisions
- Giving recommendations and not asking for opinions
- Using direct statements rather than roundabout questions
- Communicating with a strong, confident voice
- Challenging and tactfully disagreeing when appropriate
- Facing conflict openly but not initiating it
- Increasing eye contact



## **INDIRECTNESS: (L's & F's Like This!)**

**You can get through to these best by:**

- Talking and making decisions more slowly
- Seeking and acknowledging the opinions of others
- Sharing decision-making and leadership
- Showing less energy; being more "mellow"
- Not interrupting
- Providing pauses to allow the other person to speak
- Refraining from criticizing, challenging or acting pushy
- Choosing words carefully when disagreeing.



## **SUPPORTINGNESS: (L's & S's Like This!)**

**You can get through to these best by:**

- Sharing your feelings and letting your emotions show
- Responding to the expression of others' feelings
- Paying personal compliments
- Taking time to develop the relationship
- Using friendly language
- Communicating more, loosening up and standing closer
- Being willing to digress from the agenda, going with the flow



## **CONTROLLINGNESS: ( F City Here!)**

**You can get through to these best by:**

- Getting right to the task or the bottom line
- Maintaining more of a logical, factual orientation
- Keeping to the agenda
- Leaving when the work is done; not wasting time
- Not initiating physical contact
- Downplaying enthusiasm and body movement
- Using business-like language



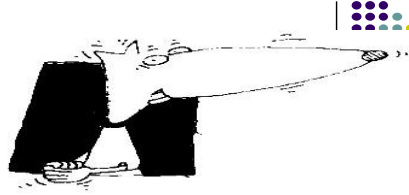
# 7 Crazy Maker Personalities

## The Fox

### •Characteristics

•Reasons **Insecure, Feels has to make you look bad in order to look good.**

•Coping Strategies: **Like a sniper, call out behavior. In a meeting: “What do you suggest that could work here to fix this?” Solutions focus will always trump all**

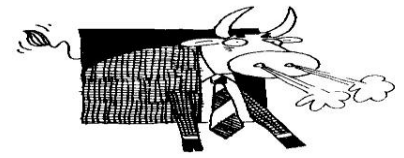


## The Bull

### •Characteristics

•Reasons: **Fear of losing: control, face, etc.**

•Coping Strategies **Let them vent, Listen for KEY “pain” or “things they fear losing” Recap, Validate “I can see how frustrating this is, let me make sure I understand, so we can work on the Next Best Step.**



## The Whiner

### •Characteristics

•Reasons: **Easier to be negative than try new things, No consequences for whining**

•Coping Strategies: **Re-Gift the Whine : Validate: “I can see how frustrating this is.....(pause) what do you think would work best to fix this?”**

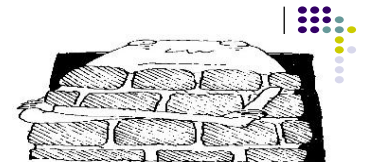


## The Stone Wall

### •Characteristics

•Reasons: **may be shy, or feels its not safe to disagree, could be apathetic.**

•Coping Strategies: **“I asked you a question and you haven’t answered yet; can you think out loud with me for a second, so I can get an idea of your Next Best Step?**



## The Ultra-Agreeable

### •Characteristics

•Reasons **Like me!**

•Coping tips: **Make it safe for them to disagree. Also beware of the pile —on: “You plate looks pretty full now, walk me through your timeline, so I can see how this deadline will work.**

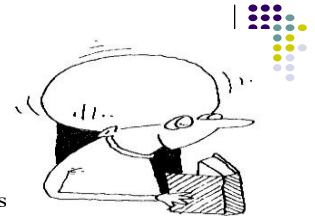


## The Know-It-All

### •Characteristics

•Reasons : **Does know a lot. Is detail processor. Inaccuracies drive them bonkers.**

•Coping Strategies: **Logical, historical proven, statistics show....appeal to detail, not concept**



## The Procrastinator

### •Characteristics

•Reasons **Poor organization/prioritization, didn’t anticipate the actual lead time (again), too many shiny red ball distractions...lacks focus**

•Coping Strategies : **More frequent checkins, incentives for early starts and ends.,**



# Powerful Communication Strategies

Take-aways so far:

Position vs Interest

Typical Weapons Difficult People Use and How to Counteract Them



Emotional Tactics

Non-Emotional Responses: Rx

- Anger
- Insulted
- Guilt
- Exasperation
- False Flattery

Alternative Responses to "Hot" Situations

- Presume \_\_\_\_\_.
- \_\_\_\_\_ it back in their \_\_\_\_\_.



Great Neutral Phrases to Practice:

1. "That's \_\_\_\_\_."
- 2.
- 3.

# Powerful Communication Strategies

## Possible (Unintended) Landmines to Avoid:

- 1.
- 2.
- 3.
- 4.
- 5.



## •Basic Structure of Great Communication

Overcome Frustration with a Clear Message Formula/ What's Your Point? Fine Tune to Convey News They Can Use!

KNOW DO FEEL

## Achieve clarity with the 1-Sentence Test:

Sharing Information with Confidence, Clarity, Conviction—and “**Sticky Content**”!

Capture Credibility and Attention From your First Word

Example: There are 3 types of presentations:

1. The one you **BAKE**
2. The one you **MAKE**
3. The one they **TAKE** away.

- Apply the Elements of Planning, Practicing, and Presenting to Create Effective Connections
- Utilize Best Practices to Maximize Strengths and Opportunities for Growth & Productivity

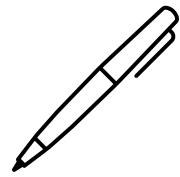
# Powerful Communication Strategies

## Know HOW YOUR Receivers Think!

**Recall Factors :** \_\_\_ % of what we HEAR

\_\_\_% of what we READ / WRITE

\_\_\_% of what we DO



## The Law of Primacy

## The Law of Recency

### •How to Handle Interruptions

- \*
- \*
- \*
- \*

### Deal with the 5 Scariest Types of Communicators

1. Body Language Blind
2. Always wanting to be right.
3. The Sentence Finisher (Secret Psychic)
4. The Fixer
5. Being "Type A"

### Just DO it!

- **Stress Busting Strategies** Before you Communicate!

No substitute to KNOWING your Stuff!

Breathe deeply

Visualize a successful delivery

Practice, Practice, Practice!

Record it / Listen to it over and over / Watch it....often / with NO audio/ @ High speed!



# Managing Difficult Situations

How to Respond Professionally –even if you may not know the answer!

## **PAUSE** \_\_\_\_\_

- ☐ Don't take it personally
- ☐ Hold back on your impulsive response
- ☐ Diffuse your tension by breathing out
- ☐ Give the other person a chance to let off steam



## **ACKNOWLEDGE** \_\_\_\_\_ **QTIP** \_\_\_\_\_

- ☐ Show you are listening
- ☐ Work hard to see the situation from their perspective then ...
- ☐ Reflect back what they said and how they might feel
- ☐ Use their name – it's a great diffuser and personalizes the interaction

## **CLARIFY** \_\_\_\_\_

- ☐ Ask questions to fully explore their problem
- ☐ Check back your understanding of the situation
- ☐ Flag questions and personalize them
- ☐ 'So, John, I'd like to make sure I've understood the issue as you see it.'
- ☐ Take notes to help you concentrate

## **RESPOND** \_\_\_\_\_

- ☐ Keep an assertive and sympathetic tone, but match their pace (initially at least)
- ☐ Offer suggestions confidently
- ☐ If you cannot do something say so and tell why. Link it with what you CAN do. "Great suggestion. I tell you what we CAN do...."
- ☐ If the person still insists on what you can't do – re-instate the constraint and work together for a suitable situation
- ☐ Get agreement on NEXT BEST STEP/S

## Top 5 Dental Team Communication Challenges

- **Misunderstanding Roles & Responsibilities**

“Let’s clarify so we’re smooth: I’ll handle the setup, you’ll greet the patient, and Dr. \_\_\_\_\_ will explain the treatment. That way we’re all in sync.”

- **Giving Feedback Without Offending**

“I noticed we skipped reviewing post-op instructions today. Can we double-check those together next time? It’ll help keep the patient experience top-notch.”

- **Handling Tension in the Back Office**

“We’re all working for the same goal—healthy, happy patients. Let’s hit the reset, talk this through, and get back to presenting a united front.”

- **Confusion with Scheduling & Time Management**

“Just a heads-up—this procedure usually takes about an hour. Can we update the schedule notes so patients don’t feel rushed or delayed?”

- **Not Looping in the Whole Team**

“Can we start a quick huddle after any treatment changes? Just 2 minutes to keep everyone aligned and avoid confusing the patient.”

## Top 5 Dental Patient Sticky Situations

- **Patient Complains About Cost**

“I hear you—dental care is an investment. Let’s walk through your insurance benefits and payment options so you feel comfortable with your choices.”

- **Patient is Anxious or Scared**

“It’s normal to feel nervous. We’ll explain each step before we begin, and if you need a break, just raise your hand. You’re in control.”

- **Patient Shows Up Late**

“Thanks for making it in—we know schedules are tough. To respect all patients’ time, we may need to adjust today’s visit, but we’ll make sure your priority concerns are addressed.”

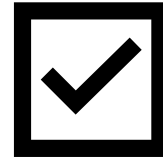
- **Patient Refuses Recommended Treatment**

“I respect your decision. Can I share why we recommend this treatment and what could happen if it’s delayed? That way you’ll have the full picture to make the best choice for your health.”

- **Patient Complains About Wait Time**

“I understand waiting can be frustrating. We want to give every patient the time they need—including you. Thanks for your patience; we’ll get you in as quickly as possible.”

## REALITY CHECK!



Think of conversation you've been putting off.

Let's do the math and see if it's worth the chat:

What's the issue:

What's YOUR goal (what do you want the other person/team to KNOW/DO/FEEL when the communication is finished?)

Possible outcomes?

YOUR Walkaway position? What are you prepared WON'T CHANGE...and CAN YOU live with that?

What do YOU CONTROL / NOT CONTROL / INFLUENCE?

When will you MEET :

Where:

Set Up invite Method : (In person, phone, virtual, etc.)

Invite Verbiage:

Based on the math, should you back off or bite in?

Would this EVER change based on patterns and knowing the person?

If not, what are the consequences to all parties?

Good (if we comply)

Bad (if we don't)

YOUR CALL: What will YOU do?

Get a witness and GO FOR IT!

## Conflict Resolution Meeting Tip Sheet

Make sure everyone knows the ground rules for discussion.

*For example: (You need to craft a set of rules that works in your culture and with your teams)*

- One person speaks at a time
- Make a sincere commitment to listen to one another and try to understand the other person's point of view before responding
- Avoid disrespectful words/language
- Don't start the meeting in attack mode (both staff and patient)
- Do start the meeting in a positive mode; we are here to find a solution to the problem that will work best for all.
- Make sure each participant in the meeting gets a chance to present their perspective
- Summarize/re-frame statements to ensure you understand their perspective accurately
- Discuss possible solutions; review different methods of action to handle the situation if it occurs again
- Resolve the problem or come up with a solution that all parties can be agreeable on.
- Confirm that all can accept a workable resolution.
- Document the solution and procedures to resolve the problem.
- If need be, have all parties sign off to ensure mutual understanding.
- Retain a copy for your own records.
- Conduct a follow-up phone call or meeting to confirm there is no ongoing conflict following the meeting.
- **Healthy Responses to Conflict:**
  - Calm, non-defensive, and respectful reactions
  - Ability to seek compromise
  - Facing conflict head-on instead of avoiding
  - Readiness to move past conflict without holding resentment
- **Unhealthy Response to Conflict:**
  - Explosive, angry, hurtful, demeaning reactions
  - Inability to compromise
  - Fear and avoidance of conflict resolution
  - Withdrawal resulting in rejection, shaming, or fear of rebuttal

## **BONUS COMMUNICATION TIPS! :**

### **POSSIBLE Sticky Situations & ACTION PLANNING**

#### **Tactful Phrases to Help Confront Difficult People**

When you get into a tight situation, try to keep your words impersonal.

Use these openers to get your point across while maintaining professional dignity.

#### **When you disagree:**

1. It seems to me that the goal is . . .
2. My concern is that we may not have enough . . .
3. Please explain this to me. There appears to be a different . . .
4. While I don't agree with your conclusion, I respect your opinion.
5. Would it be possible to recheck . . .? or How can we best verify our numbers?



#### **When you are interrupted:**

6. Pardon me, I'm almost through. Just give me a few seconds to finish my point.

#### **When you run into a buzz saw (they won't stop talking):**

7. Let's talk about this a bit later.
8. We don't have to agree, and while we may disagree, we can still do so respectfully.
9. I can see why you may feel that way . . .
10. You'd have every right to feel that way if that were the case.
11. I understand you may disagree with that. Fair enough. In the process of finding the BEST NEXT STEP, can we at least agree to be civil with each other?
12. Please tell me if there's anything I might've done to personally offend you.

#### **When you're being pressured:**

13. I don't feel totally comfortable [with that] [talking about that] . . .

# Powerful Communication Strategies

14. Don't you think it would be a good idea to hold off until . . . ?

## **When you disagree or need to reclarify:**

15. What steps would you suggest to correct that?

16. I'm sure you may not realize it, here's what I've found to be true . . .

17. Perhaps the consequences that could result from this weren't evident. . .

18. I may have not communicated this clearly beforehand . .

## **When you want to clear up confusion:**

19. I'd appreciate your help clearing this up...

20. It looks like following this system got our signals crossed.  
However, we can . . .

21. Perhaps I misunderstood. Are you saying that . . . ?

22. Let me see if I understand this. Would I be correct to say that you feel . . . ?



From Working with Difficult People by Muriel Solomon

**Positive Affirmations: Your confidence and style radiate your self-esteem. A positive self-image helps with tactful communications.**

## **Ten Qualities of a Great Team Player:** Does this Sound Like You & Your Team?

- ☐ Demonstrates reliability   ☐ Communicates constructively   ☐ Listens actively   ☐ Works as a problem-solver
- ☐ Functions as an active participant   ☐ Shares openly and willingly   ☐ Cooperates and pitches in to help
- ☐ Exhibits flexibility   ☐ Shows commitment to the team   ☐ Treats others in a respectful and supportive manner

***“Like it or not, YOU are the EXAMPLE!”***

# Powerful Communication Strategies

*Notes & ACTION PLANNING:*

***Enjoy the Journey & Pass it On! Kelli V.***

***She who laughs, lasts! ~Kelli V.***