

BEST COMMUNICATION STRATEGIES

Staff Training – 4 hour instructor-led workshop

Service Excellence begins with interactions between individuals...

A strong linkage exists between internal customer service and the overall tone of customer interactions with patients and their families. *Service Excellence* is the ability to provide predictably positive experiences that meet or exceed your customer's expectations. It begins on the inside of an organization and is dependent upon the quality of interpersonal interactions between staff.

Effective communication is a key ingredient for the interpersonal component of quality in healthcare. It can also be one of the most challenging. It is essential for everyone within the organization to understand the basics of communications: the preferences of their own communication style, those of their team members, and those of the patients.

PROGRAM DESCRIPTION

This workshop describes four communication styles that we each use in varying degrees -- with special attention given to the dynamics that occur when people with different styles interact. Participants will discover their own style preferences and learn how to understand the individual preferences of others by observing their communicating behavior.

During this highly interactive and enjoyable session, participants complete a self- assessment instrument which reveals each learner's preferred communication style. They will discover how this influences the way in which they prefer to interact with others, how it impacts the way in which they interpret the performance of others, and most importantly provides insight into how others (patients or co-workers) may perceive them and the quality of service/care they are receiving.

When these preferences are known, people can adjust their communication mode in an effort to increase rapport, cooperation, and understanding. The insights and tools learned in this workshop can help participants improve communication and strengthen relationships with anyone, including their peers, customers, supervisors, and subordinates.

WORKSHOP OUTCOMES

Upon completion of the workshop, participants will be able to:

- Describe the characteristics of the four communication styles: Bold, Expressive, Sympathetic, and Technical
- Identify how their preferred communication style may be perceived by others: both positively and negatively
- Recognize how we may be falsely judging the capabilities of others based upon conflicting styles
- Build strategies to adapt your own style to improve communication with others

WHO SHOULD ATTEND

Anyone whose success depends on clear communication, a cooperative attitude, and a commitment to service excellence.