

Improving Compliance Through Better Communication

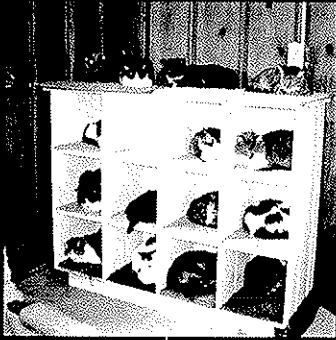


Presented by
Marge Strother
Certified MBTI Instructor

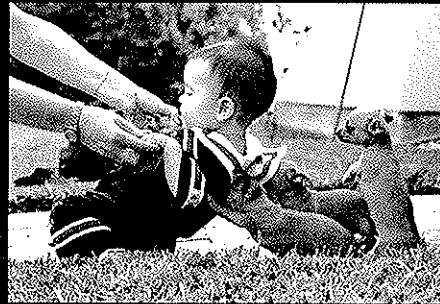
Why Learn to be Better Communicators?

- Increase the number of animals in your practice receiving optimal care.
- To move the practice forward with new, progressive ideas.
- To exceed clients expectations.

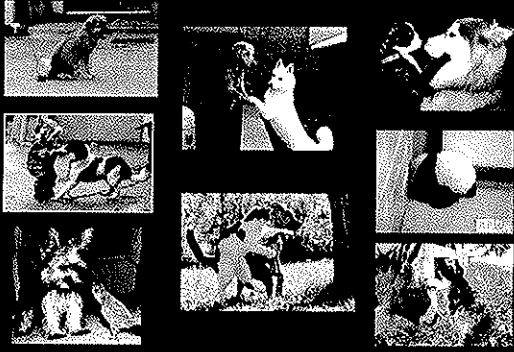
What This Seminar is Not



Building a Stronger Team, Utilizing Each Others Strengths.



Do You See Your Leadership Style?



Using Temperament Instruments in Your Practice

- Learn ways to understand, accept, and respond to those with different temperaments.
- Turn our many differences into powerful tools instead of divisive intrusions.
- To enable us to view objectively, actions that we might otherwise take personally.

Using Temperament Instruments in Your Practice

- Identify your personal preferences and how you are similar to, and different from those with whom you work.
- Identify where those similarities and differences make for harmony, and where they may cause discord.

Why Use Temperament Instruments in Your Practice?

- Gain understanding of your own thought processes and motivations, while learning to appreciate and interact more effectively with others.
- Help you follow an educational and occupational path which provides the most interest, enjoyment and satisfaction.

The Relationship Centered Workplace

- Today we are relying more than ever before on relationships with our clients.
- These relationships will be the building blocks of today's successful businesses.
- Nearly half the workforce expends only the minimum effort needed to get by.

Communication Preferences

- Each of us has our own preferences, and ways of facing life's challenges.
- Differences in these styles can lead to misunderstanding, miscommunication, and resentment.
- Left unchecked, productivity, profits and moral will plummet.

The Diverse Nature of Our Jobs

- Diversity in the workforce
- Multiple Career changes
- Technology in constant flux
- Increased pace scale
- Competition for jobs

Initial Attraction

- Most people are initially attracted to people who are different than themselves.
- Over time those differences don't wear well
- After the initial attraction has subsided you may find yourself intolerant of the difference.
- We think we prefer differences but in reality few of us make much allowance for them.

Diversity

- The workplace is increasingly filled with people who reflect a vast range of backgrounds.
- Along with diversity comes a variety of perspectives to about every situation.
- There will be increases in the differences in work styles.



Name Calling

- "He's such a eager beaver"
- "He's as skinny as a bean pole"
- "She's kind of a motor mouth"

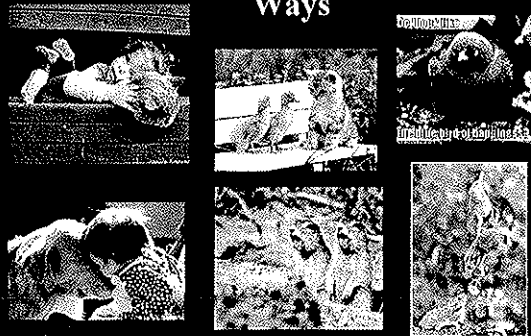
Name calling is a convenient way of labeling an individual's characteristics.

Most of the time our intentions are good, but they may be hurtful.

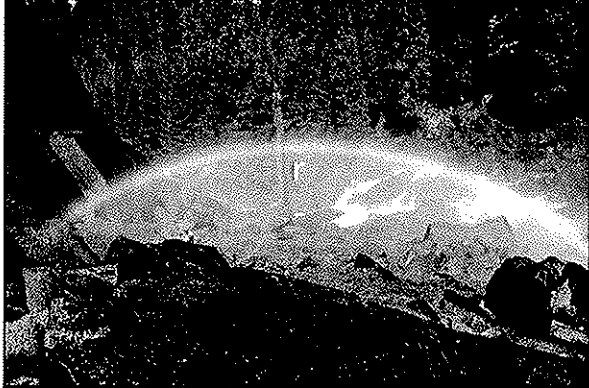
Labels Are Natural

- Labels are how we distinguish one thing, or person from another.
- Learn to be as objective and constructive as possible
- Put our good intentions to work in a way everybody wins.

We All Communicate in Different Ways



We Are a Rainbow of Types



Jung's Theory

"Predictable differences in individuals are caused by differences in the way people prefer to use their minds"

Carl S. Jung

Jung's Theory

Jung believed that preferences are innate—"inborn predispositions."

He also recognized that our innate preferences interact with and are shaped by environmental influences:

- Family
- Country
- Education
- Job selection

There Are No "Bad" Types

- We are a mix of types.
- There is usually one type we are most comfortable in using.
- Circumstances can effect how we communicate.

Inborn Predispositions

To illustrate this—

- On a piece of paper write your signature.
- Now write your signature again below—using the other hand!

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Inborn Predispositions

- Describe how you felt writing the first signature with your strong hand.
- Now, some words to describe the second signature you wrote with your weak hand.

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Handedness Exercise

- Where do we get our preference for using one hand over the other?
- How does the environment influence our preference for using one hand over the other?
- When you are free to choose an activity without outside demands, you use an approach that is natural for you

Note: We all can, and do use both for writing, one is natural, comfortable, and automatic.

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Have I Changed Type?

- When people report having **changed type**, they may have had an incorrect administration—the “mind-setting” was not done properly, resulting in the reporting of “**work type**” or “**ideal self**.”
- Life changes may have allowed your real personality to emerge.
- The foundation is always still there

Circumstances Influence How We Develop Our Preferences

- Learned responses
- Life styles
- People we most interact with
- Genetics
- Stress
- Emotions

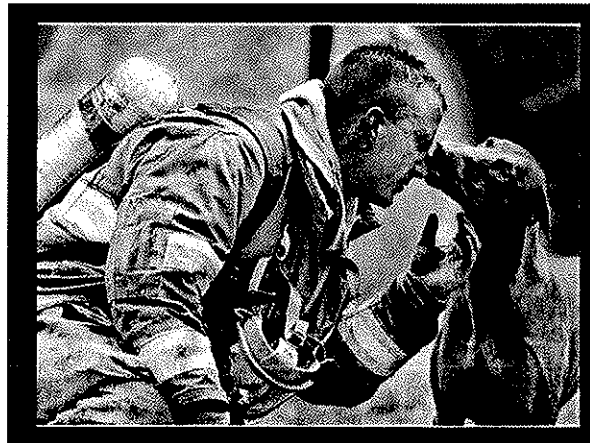
How Something is Presented May Influence our Response.

- Written
- Verbal
- Gestures
- Rewards
- Authority
- Repetition

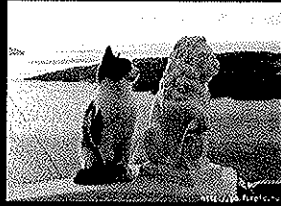
Type Is Not . . .

There is variation within each type and type does not measure:

- Intelligence
- Maturity
- Emotions
- IQ
- Development
- Stress
- Trauma
- Emotional health



We May See Ourselves Differently



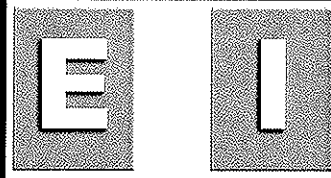
A better understanding of our own personality type will improve communication with the people important in our lives



Descriptors

- Extraversion or Introversion
- The Organizer
- The Implementer
- The Optimist
- The Peace Keeper

Extraversion or Introversion



The direction in which
we focus our attention
and energy

E-I

- False conclusion that extraversion means outgoing and gregarious behavior, and that Introversion means shyness and withdrawn behavior.
- Shyness is a function of anxiety when in the presence of other people.
- Gregariousness is largely a function of expectation and training.
- Both occur in Extraverts and Introverts alike

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E-I

People who prefer Extraversion:

- Focus their energy and attention outward
- Are interested in the world of people and things

People who prefer Introversion:

- Focus their energy and attention inward
- Are interested in the inner world of thoughts and reflections

*We all use both preferences, but usually
not with equal comfort.*

People Who Prefer Extraversion

- Are attracted to the outer world of people and events
- Are aware of who and what is around them
- Enjoy meeting and talking with new people
- Are friendly, often verbally skilled, and easy to know
- Tend to speak out easily and often at meetings
- May not be as aware of what is going on inside themselves

People Who Prefer Introversion

- Are attracted to the inner world of thoughts, feelings, and reflections
- Are usually energized by their own thoughts
- Prefer to interact with people they know
- Are often quiet in meetings and seem uninvolved
- Are often reserved in sharing thoughts and feelings with others.
- May not be as aware of the outer world around them

People Who Prefer Extraversion

- Do their thinking as they speak
- May act and/or speak first, then (possibly) think
- Tell you about themselves, speaking rapidly
- Give breadth to life
- Can get bored and restless
- Can seem shallow and intruding to Introverts
- Need Introversion for balance

People Who Prefer Introversion

- Need time to gather their thoughts before speaking
- Reflect and think before (possibly) acting
- Want to know you before self-disclosing
- Become drained and tired interacting with people (particularly strangers)
- Give depth to life
- Can seem withdrawn and secretive to Extraverts
- Need Extraversion for balance



The Organizer



The Optimist



The Peace Keeper



The Implementer



German Shepherd
The Organizer

Serious, formal, cautious, quiet, disciplined, precise, inquiring, methodical, visual, orderly, focused, neat, clean, structured.



Labrador
The Optimist

Extraverted, imaginative, trusting, motivating, intuitive, persuasive, friendly, respectful, spontaneous, practical, informal, charming, attentive.



Golden Retriever
The Peace Keeper

Patient, caring, considerate, forgiving, compromising, supportive, relaxed, gentle, non confrontational, wants to please.



Jack Russell
The Implementer



Assertive, controlling, persistent, outspoken, energetic, fast, concise argumentative, impulsive, efficient, consistent, auditory.

Perspectives On Doing A Job



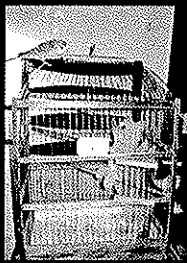
The Organizer

Methodical, do it right



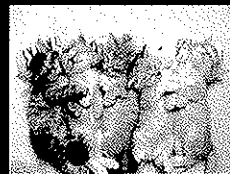
The Optimist

Has found a better way to do it



The Peace Keeper

Let's do it together

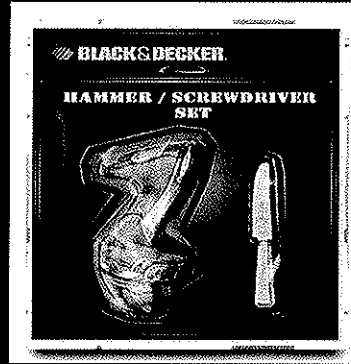


The Implementer

Just get it done, now.



Female Implementer's Tool Kit



Value Systems

The Organizer

- Behind their actions and thinking will be a strong desire to be knowledgeable.
- Provide information, facts, data, details. Have a plan with specific goals and objectives.
- Focus on being accurate. Choose evidence over opinions. The Organizer values proven facts.
- Must have all the facts prior to making a decision.

The Optimist

- Behind their actions will be a desire to be respected, for what they know, do, and say. May be egocentric.
- Express your ideas with a sense of fair play. Takes a stand on issues and evaluates them on pros and cons.
- Look for ways to give them recognition. Express your personal appreciation for their contribution.
- Has a mentoring strategy, great teachers.

The Peace Keeper

- Behind their actions will be a strong desire for security.
- Make them feel comfortable and non-threatened in your presence.
- Forms attachments. Help them move through change.
- Avoid conflict. Be supportive of them personally.
Why can't we all just get along?

The Implementer

- Behind their actions will be a strong desire towards accomplishing things. (fast)
- Demonstrate a sense of urgency. Projects should be short, the action plan in steps.
- Very competitive, create opportunities for them to win. Values results.
- Will tend to take charge. Let them lead.



The Peace Keeper

The Pace Scale

- The Organizer---Methodical, cautious before taking action. May take a short nap to re-charge.
- The Implementer---Fast Paced, walking, talking etc. Impulsive decision maker. Starts and goes, does not take breaks.
- The Optimist---Steady pace. Spontaneous, may take a break to do something else, or start another project.
- The Peace Keeper---Slower pace, but may still need down time. Not always punctual.

Plan a Trip to Disneyland

- Organizer: Has a planned agenda, and you had better stick to it.
- Implementer: No plans, just get there early so you can avoid waiting in lines.
- Optimist: After seeing the attractions *they* wanted to see, it's time to leave.
- Peace Keeper: Will go with the group but may sneak in a second ride on It's a Small World.

Selling an Idea

Organizer

- Give them possession of all the information
- Give them time to digest the information
- The information must be factual

Implementer

- 3-5 Key bullet points, or verbal
- Focus on results and winning
- Ask for a decision now

Selling an Idea

Optimist

- Explain the future impact first
- Ask for their opinion
- Offer them an alternative

Peace Keeper

- Offer your help to initiate a new project
- Be involved in decision making with them
- Show how change will benefit everyone

Environment

- The Organizer- Everything is neat and in order. After using something it is put away.
- The Implementer-Controlled chaos. Not much is ever put away. (neatly at any rate)
- The Optimist- Everything is convenient, practical and accessible, many times in stacks. Likes unique new things.
- The Peace Keeper-Comfortable, people friendly. Maintains attachments, keeps mementoes.

Hospital Analysis

What would your hospital look like if different areas reflected the personality styles of the key people ?



Pharmacy

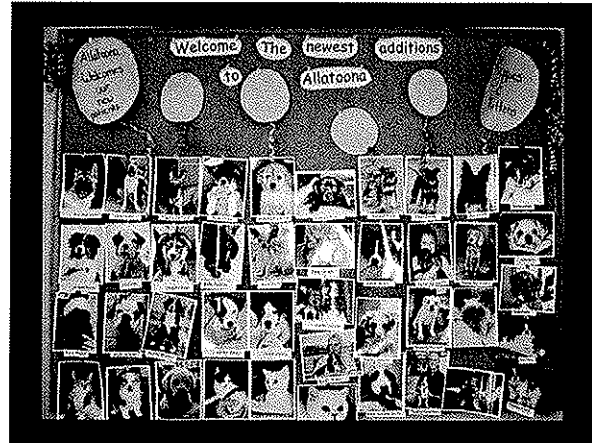
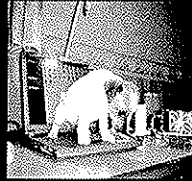
- Organizer: In a perfect world medications would be alphabetical. May be by brand or category, then alphabetized.
- Optimist: Most often used medications may be grouped together and easily accessed. Has the latest drugs and equipment.

Pharmacy

- Implementer: Most used medications may be left out, and handy for use. Some may be kept handy in exam rooms.
- Peace Keeper: May have fewer drugs. Uses those medications they have become comfortable with.

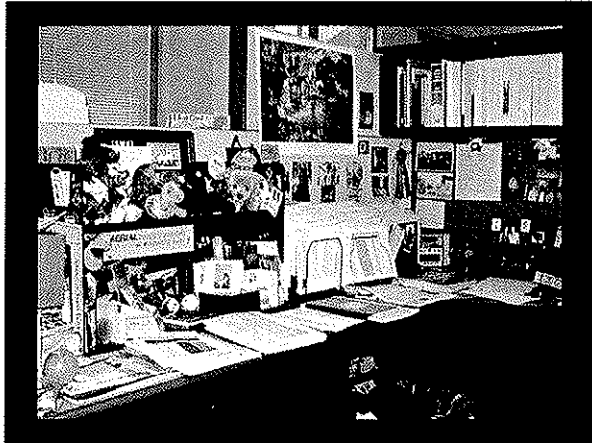
Peace Keeper's Waiting Room

- May not be computerized
- Pictures of clients and pets
- Thank you cards displayed
- Warm colors
- Comfortable and homey
- Magazines randomly placed
- Focus is on practicing caring medicine



Peace Keepers Office

- Cluttered
- Warm family pictures
- Things to touch to make you feel good
- Comfortable furniture/couch
- Samples and gift items

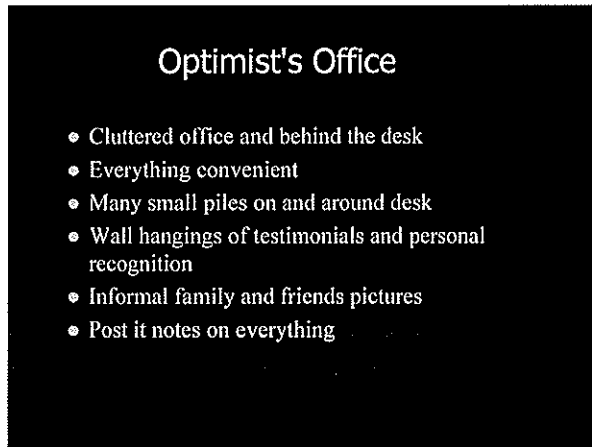
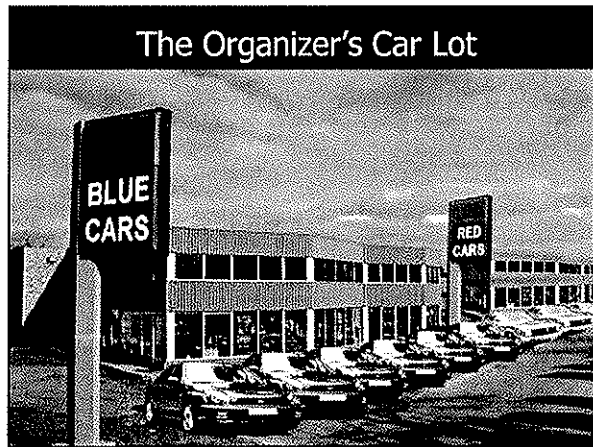
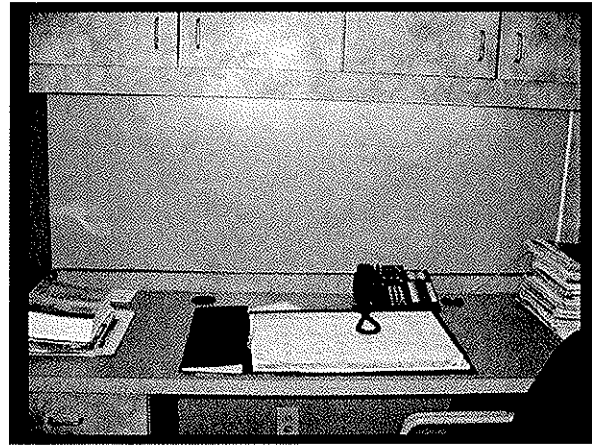


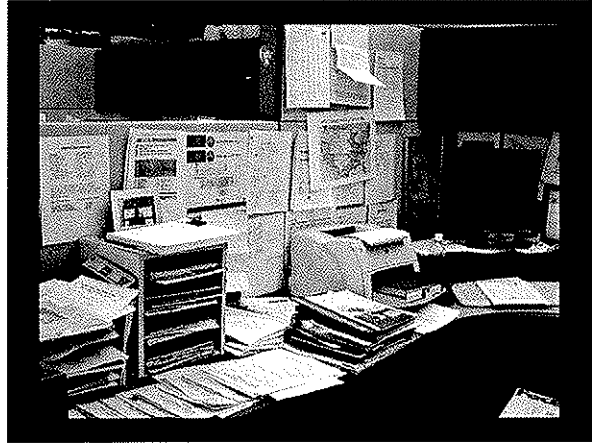
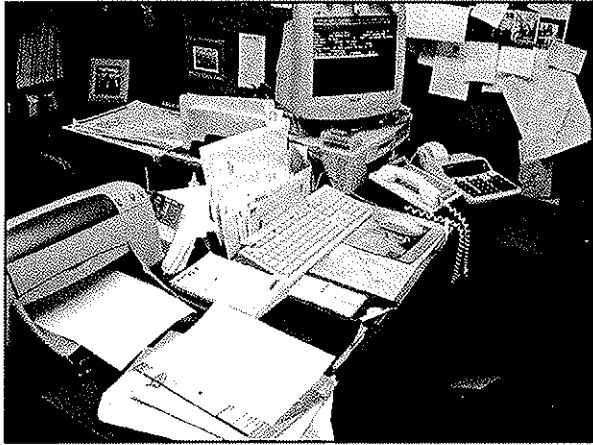
Organizer's Waiting Room

- Neat, clean, and organized
- Quiet, professional
- Pictures and magazines are arranged symmetrically.
- Institutional colors and architecture.
- Office furniture color coordinated
- Focus is on practicing quality medicine

Organizer's Office

- Neat, orderly, desk is clear
- Wall hangings even and balanced
- Certificates from schools
- Formal pictures
- Traditional furniture
- Values their space, visitors chair is placed directly in front of desk

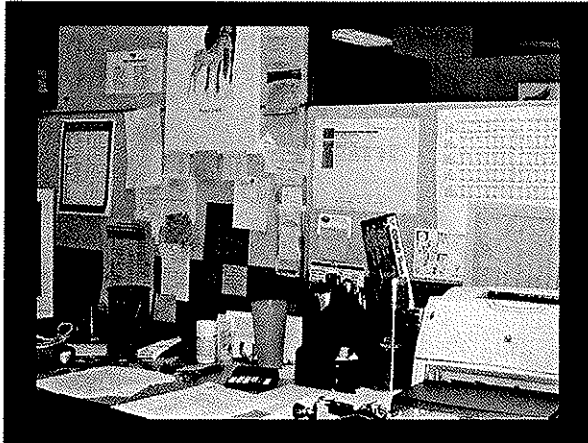




Implementer's Office

- Busy
- Post-its on wall or computer
- Framed quotes
- Music
- Novelty Items
- Action Pictures
- Full waste basket





Why Assess Your Clinic's Type Preferences

Setting Expectations

- The experience at the veterinary clinic must be better than the expectation of the client.
- The veterinarian has the least control over this. Clients spend 10 minutes with the doctor, the rest of the time with the staff.
- The receptionist has first exposure to all clients, then the technicians, then the doctor.

Concerns When Your Practice is Heavily Weighted in One Style

- Organizer: Atmosphere may be overly casual or sterile
- Peace Keeper: Scheduling backups, neighboring with clients on phone or in exam room
- Peace Keeper: Hurt feelings

Concerns Continued

- Implementer: Very busy, perceived chaos.
- Optimist: Does not delegate enough
- Organizer and Peace Keeper: Slow to implement new ideas.

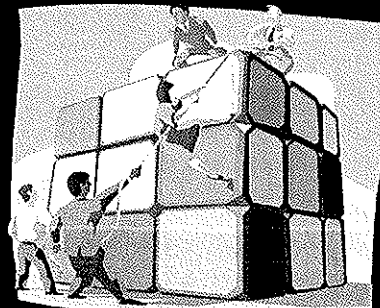
Concerns Continued

- Implementer: Pace scale may be off if paired tech or doctor is a Peace Keeper or Organizer
- Optimist: Recognition not shared downward from practice owner or manager
- Optimist: Staff may be competing for recognition if all, or most are Optimist's

Steps to Improving Communication

- For the next month wear a name badge with your communication style.
- Attempt to communicate with your co-workers in the way they are most comfortable.
- If someone is irritating you, glance at the name tag and remember, they may be different than you, not wrong.

Use Each of Your Strengths to Help and Compliment Each Other



Connecting With Your Clients

- Have a clinic cat or hospitality center
- Notes and phone calls
- News letter
- Advertise new technology

Change Home Care Instructions

- Written, clear, and complete
- Bullet point important areas
- Go over all instructions verbally.
- Remember, the home care giver may be different
- Follow up with phone call
- Remind client of a recommendation



Clues To Your Client's Communication Style

- Client with a list of questions
- Always in a hurry
- Hugs, late for appointment
- "Just tell me what to do"
- Purebred dog
- Wants more information
- Charming, smiles a lot



Negotiating Differences

- Divide into German Shepherds and Labs
- Write a few words or sentences about the topic "leaf"
- After 10 minutes come back and report, with the German Shepherds going first

Negotiating Differences

- GS will tend to start with sensory impressions and will start with the object and stay with it. Any associations they mention will most likely be connected to concrete associations.
- Labs may start with the object but it becomes a leaping off point. They mention a few facts that they then use to take off from, and form associations.

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Constructive Use of Differences

- Become more aware of differences.
- Acknowledge the value of those differences.
- Practicing new behaviors, seeking out others with differences.
- Incorporate different perspectives into your own processes and your sales approach.

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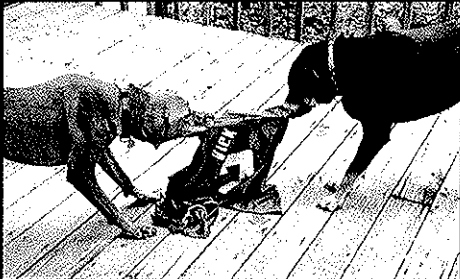
Remember, the experience at the veterinary clinic must be better than the expectations of the client.



Happy Halloween



Thank You!



MARGE STROTHER

How do we maximize results in your practice by better understanding your clients communication preferences?

Let's Workshop some key Ideas from this presentation

Situation: Communicating YOUR clients style

- Divide into 3 groups
- Each group will identify a REAL LIFE Client
- Profile that client
- Develop a strategy of exceeding that client's expectations
- How would you use your knowledge of this client's personality style to achieve the result you desire for the need of their pet?

Situation: Dog needs a dental

- Lacy: 7 year old Standard Poodle; current on all vaccines, Heartgard and Frontline. The past 3 years a dental has been recommended. How do you approach this client, Emma, knowing her communication style?
- Divide into 4 groups and workshop each style.

Situation: Dog not current on Heartgard

- Jedi, a 2 year old Australian Shepherd, is in for his second visit to your hospital. Last year his owner, Bob, only wanted a rabies shot, fecal and heartworm test. Both tests were negative. He declined purchase of Heartgard and Frontline. How do you explain why Jedi needs a full vaccination protocol, fecal and heartworm test again, and needs to start Heartgard and Frontline?
- Break into 4 groups and workshop each style.

Your Practice Workshop

- Let's pick one area of your practice to workshop using all the communication styles. Ideas may be:
 - Obstacles getting in the way of success
 - Implementing new clinic policies
 - Client "flow" through the hospital
- Divide into 4 groups and present ideas