

Communicate and Connect:

WORD SHIFTING: MAKE YOUR WORDS MATTER

What if you could say the right things to the right people at the right time? Would having clear and compelling communications change your outcomes?

Every time you communicate, you're trying to do something, change something, or move someone to action. You're trying to make a point. But the only way to make a point is to have a point. And the surprising truth is, very few communicators know their points or even understand what a point is, rendering them pointless.

Sydney J. Harris said, that the two words: 'information' and 'communication' are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through.

In Dentistry we have historically weighted our communications with patients using the information telling and selling model. This has led us to believe that we have communicated well with each patient yet wonder why they never go forward with our recommendations for their dental health.

You can change your world by changing your words. Clear, concise, confident, effective communications lead to creating a community of patients getting healthier because they heard and understand your recommendations.



Learning Objectives:

- Enhance what you say, how and when you say it: improving the effectiveness of communications
- Learn Communication Skills for Day to Day Success
- Improve your communications with difficult patients
- Enhance your communication skills for handling appointment changes and cancellations. Learn systematic approaches to helping patients keep their commitments.
- The Patient Service Cycle: learn effective techniques and communication skills for each phase of an appointment from the first contact through reappointing
- Learn Impactful Educational statements so patients understand the value and urgency of going forward with their care.

Suggested Audience: Dentists and Teams

Suggested Format: Full or Partial Day; Lecture, Workshop, Keynote

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