



MEDICAL COMMUNICATION

BE PRESENT

Getting present is THE foundation to finding common ground, getting the same page, and being truly effective in your communication. It's not about figuring out the right thing to say. It's about making your ideas "sticky:" easy for your audience to understand and retain. To do that you have to get out of your head and get into your listeners head. By relating to another person so you can understand what *they* know, what *they* want and how to frame things so *they* can understand. Your ideas are "stickiest" when you really see and hear the person you seek to communicate with, and to do that you've got to get present!

The Rules:

- 1. Have fun** - What's valuable about fun? Everything! Fun makes things better, keeps us alert and makes the time worth spending! Most importantly, fun helps us learn!
- 2. Dare to Fail** - Failure means risk... and we celebrate risk. Without risk taking, some of the most important inventions discoveries would never have been realized!
- 3. Be a Good Sport** - If we're taking risks and learning, then we want to be a good sport, not just to each other, but to ourselves. Take a bow!

What Presence Feels Like

1. Be ready to lead and be ready to follow with commitment.
2. The OTHER person is in the moment: When you focus on yourself and your failures, it puts you in the past or the future. Choose to stay present.
3. Be in the moment: When you trust yourself to respond naturally in the moment, you can focus on listening to the other person's needs, values and motivations!

Quick Presence Tricks

- Take Deep breaths
- Shake it out
- Make eye contact
- Listen and repeat
- Let go of your desired outcome
- Notice/Touch something in the room

To bring Merlin Works in to help your team be fun, fast and flexible, head to www.merlin-works.com



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BLEND

Yes And

- Awareness
- Offer
- Acceptance
- Addition

Association

- Be open and relaxed
- Your ideas will naturally connect
- Move from opposition to allies.

Conflict Aikido

- Read their energy and emotion
- Match without mirroring
- Slowly bring to neutral

Yes! And...

Make your response specific and connected to what they just said or did.

Make the other person look good, look smart and look valuable.

Literally start with “Yes! And...,” (not “Yes! But...” or “Yes! Or...”) and then fill in the rest of the sentence.

Listen To Go Deep

LISTEN

1. Give physical and verbal attention: grunt and nod
2. Backtrack: Repeat key words you heard
3. Use ‘W’ Questions. Who? What? Where? When? How?

Lost? Overloaded? Don’t know what to ask?
Say, “Tell me more.”

Confused?

Ask, “What does that have to do with this?”

Assume Positive Intent

When someone is upset and ranting at you, listen to what is underneath their words. What do they care about? What are their values and motivations? Then try to reflect those back by saying “Based on what I heard you say, here is what I think you care about...”

Listen Fully

Try playing “First Letter, Last Letter” and listening until the other person is done talking before formulating your response. If you listen without interruption, most people will go on for about a minute.



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DISTILL YOUR MESSAGE

Beat The Curse of Knowledge

It's hard to imagine what it's like to not know what you know. Just like when you tap out a tune on a table, you hear the whole orchestra, while the audience just hears random banging. Focus on your audience. What do they know? What do they want? Find out and build your presentation from there.

Talk to a Time Traveler

- Blend with body language
- Build rapport
- Ask questions
- Build a foundation of understanding
- Personalize
- Use emotion

Make Your Ideas Sticky

- Start with the headline
- What's in it for them?
- Use metaphors
- Tell a story
- Paint a picture with imagery
- Eliminate jargon and inside baseball
- Use humor

Use the Story Spine

Once upon a time...
And every day...
Until one day...
And because of that...
And because of that...
And because of that...
Until, finally...
And, ever since then...
The moral of the story is...

Alan Alda, Founding Member of
the Alan Alda Center for
Communicating Science

Communication is not something you add on to
science; it is the essence of science.”

MERLIN WORKS

LAUGH. PLAY. SUCCEED.

About Merlin Works...

Improvisers perform quickly and confidently as a team, while faced with incomplete information, insufficient resources, constant change, high stakes, and a fast-paced environment.

Couldn't you use some of that in your organization?

Merlin Works Team Building & Organizational Training Programs offer group training, workshops, games, activities, and exercises that are fun, challenging, and develop corporate leadership skills.

"Working together with my bigger team in new and creative ways, experiencing trust and exploring openly. It was thrilling, satisfying, and enlivening."

-Designer, Microsoft Games Studio

Benefits for the Corporate Improviser...

- ★ **Innovation** - Rapidly create new solutions & bring them to customers.
- ★ **Adaptation** - Constantly modify systems for customer satisfaction.
- ★ **Awareness** - See the opportunities your competitors miss.
- ★ **Engaging** - Create productive meetings & remarkable sales presentations.
- ★ **Leveraging Failures** - Turn mistakes into opportunities for success.
- ★ **Communication** - Get everyone moving in the same direction at all times.
- ★ **Teamwork** - Foster a positive work culture & improve employee retention.

Training Topics from Merlin Works...

- ★ **Team Works** -- A fun, interactive team building program to improve collaboration
- ★ **Improv Skills for Work and Life** — Be more present, positive and playful even under pressure.
- ★ **Leadership Works** -- Develop a more authentic, collaborative style of leadership and presence
- ★ **Making Meetings Matter** -- Have fewer meetings, with the right people, run more effectively
- ★ **Medicine Works** -- Improve outcomes with medical communication training
- ★ **Sales and Persuasion Works** — Reduce conflict, increase influence, and improve outcomes
- ★ **Feedback Works** -- Grow stronger faster by giving and receiving feedback more effectively
- ★ **Presentation Works** -- Think faster on your feet, with confidence in front of any audience
- ★ **Custom Works** -- We tailor a program for your goals and your audience

Get a free quote today!

Contact Shana Merlin at 512-657-3005
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Or submit your quote request online at
www.merlin-works.com

Some of our clients:



"Very professional and more than fulfilled my expectations. I believe that this workshop will have a strong positive effect on improving the quality of our teaching."

-Andrew Sullivan, Dean, Austin Community College