

THE
POWER”
— OF —
COMMUNICATION



Dr Barry Oulton

The Confident Dentist

**Leading
aspirational dental
professionals to
close the
communication gap**



THE DENTAL LINCHPIN

12-week training
course
Online training &
live coaching

INFLUENCING SMILES

SELLING AND COMMUNICATING WITH INTEGRITY

The 2-day live
course

team@theconfidentdentist.com

0333 220 2447

CDIT

COMFORTABLE

DENTAL INJECTION TECHNIQUE

www.dentalinjection.com



COMMUNICATION

PART ONE!

THOUGHTS & FEELINGS

PART TWO!

**INSTANTLY  CONNECT
WITH ANYONE**

PART THREE!

THE MAGIC OF LANGUAGE

PART FOUR!

A woman with curly hair, wearing a light pink sweater, stands in the center of a meeting, smiling and holding a stack of white papers. To her left, a woman with blonde hair is clapping, and a man with dark hair is also clapping. To her right, a man with red hair is looking at her. The background is a bright office space with a whiteboard covered in colorful sticky notes and a desk lamp visible on the right.

NO ROLE PLAY

A close-up photograph of a person's hands holding a smartphone. The phone is held in the left hand, with the right hand's index finger touching the screen. The phone has a grey case and a copper-colored top edge. The background is a blurred indoor space with warm lighting and other people in the distance. The text "Go to www.Menti.com" is overlaid on the left side of the image.

Go to [www.Menti.com](https://www.menti.com)







A woman stands in a field of tall grass at sunset, with her arms raised in a gesture of joy or triumph. The sun is low on the horizon, creating a warm, golden glow across the scene. The woman is wearing a light-colored t-shirt and dark pants. The background shows rolling hills under the bright sky.

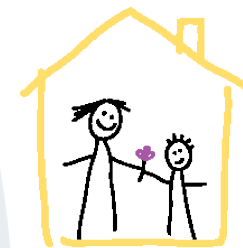
**Why learn more
about
communication?**

What's in it for me?

Why learn more about communication?



Practiceplan
The business of dentistry



H A R M O N Y
A T H O M E

Happy Patients

Good Income

Personal
Growth

Variety

Supportive
Employer

Opportunity to
increase Income

Enjoyment

Contribution

Promotion
Opportunities

Achievement

Pleasant
Environment

Career
Development

Fun

Great
Team



A close-up photograph of a person's hands holding a smartphone. The phone is held in the left hand, with the right hand's index finger touching the screen. The phone has a grey case and a rose gold finish on the top and side buttons. The background is a blurred indoor setting with warm lighting and other people in the distance.

Go to www.Menti.com
Job Roles?

NLP

Neuro-Linguistic Programming



**The user's
manual for the
brain**

Neuro Linguistic Programming

Refers to the nervous system.

The way you use your five senses to filter and understand what's happening around you.



touch



hearing



sight



taste



smell

Neuro Linguistic Programming

The way we communicate and interpret experience through language.

Including:

- images
- sounds and feelings
- tastes and smells
- self-talk
- body language



Neuro Linguistic Programming

Your Behaviour

The way you organise your ideas and actions/reactions, how this affects you and others which produce expected and unexpected results.



The user's manual for the brain

Your thinking, language
and behaviour



A close-up photograph of a person's hands holding a smartphone. The phone is held in the left hand, and the right hand is positioned over the screen, with the index finger pointing towards it. The phone has a grey case and a copper-colored top edge. The background is heavily blurred, showing warm, bokeh-style light spots, suggesting an indoor setting like a cafe or office. The text is overlaid on the left side of the image.

Go to www.Menti.com
How good is your communication?



You







YOU - at your best

Be the best you can be:

- Emotionally
- Physically
- Your thoughts
- Your goals and outcomes
- Your beliefs and values.




You

Becoming a great

c6mmunicator9

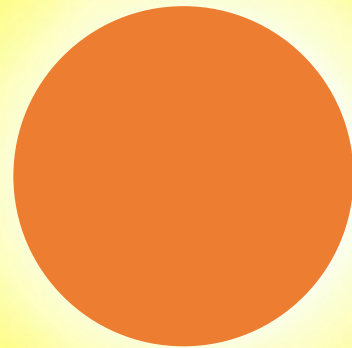




Influence
with integrity
to increase
your
INCOME.

An opportunity to

SHINE





C O M M U N I C A T I O N

What is communication?



C O M M U N I C A T I O N

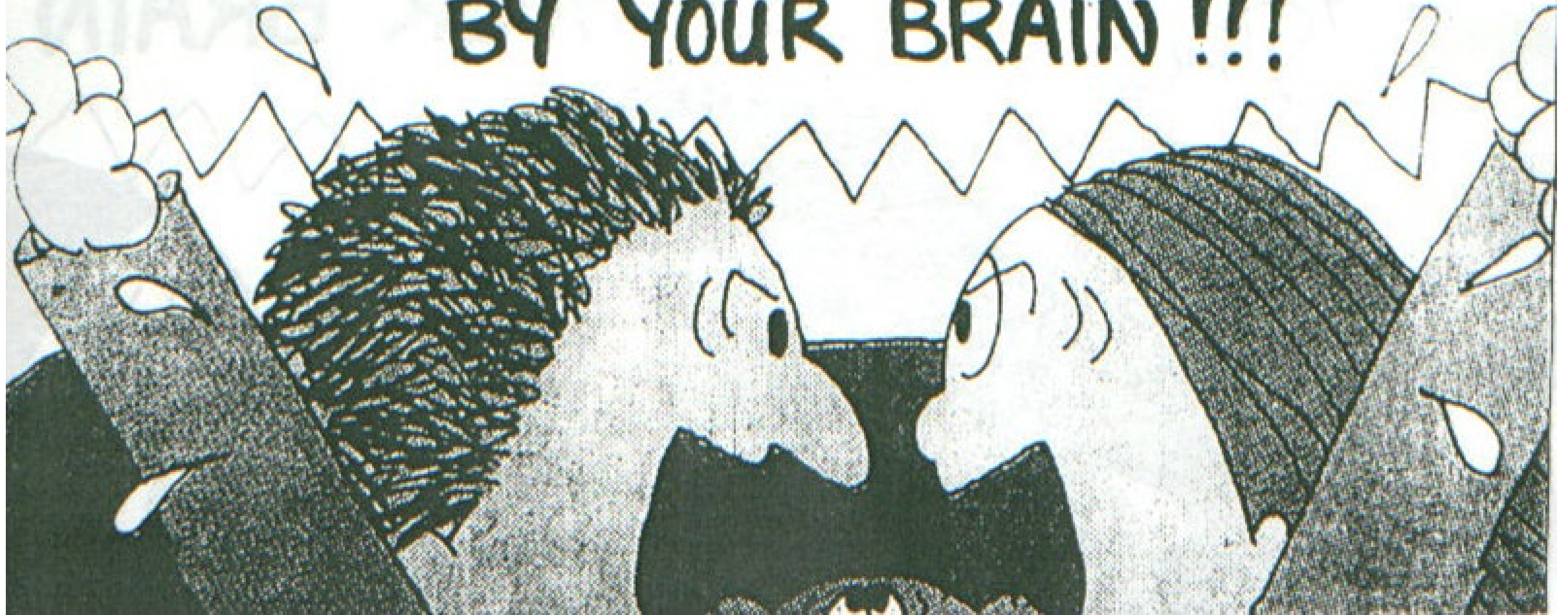
NLP presuppositions

1. We cannot not communicate.
2. The meaning of communication is the response you get.
3. There is no such thing as failure only feedback.

Four major places where miscommunication occurs:

- What you said
- What you meant
- What your patient heard
- What your patient thought you meant
- Patient, loved one, team member, child etc.....

MY WORDS CAME OUT FINE!
THEY WERE PROCESSED INCORRECTLY
BY YOUR BRAIN !!!





Toilet out of order.
Please use floor below.





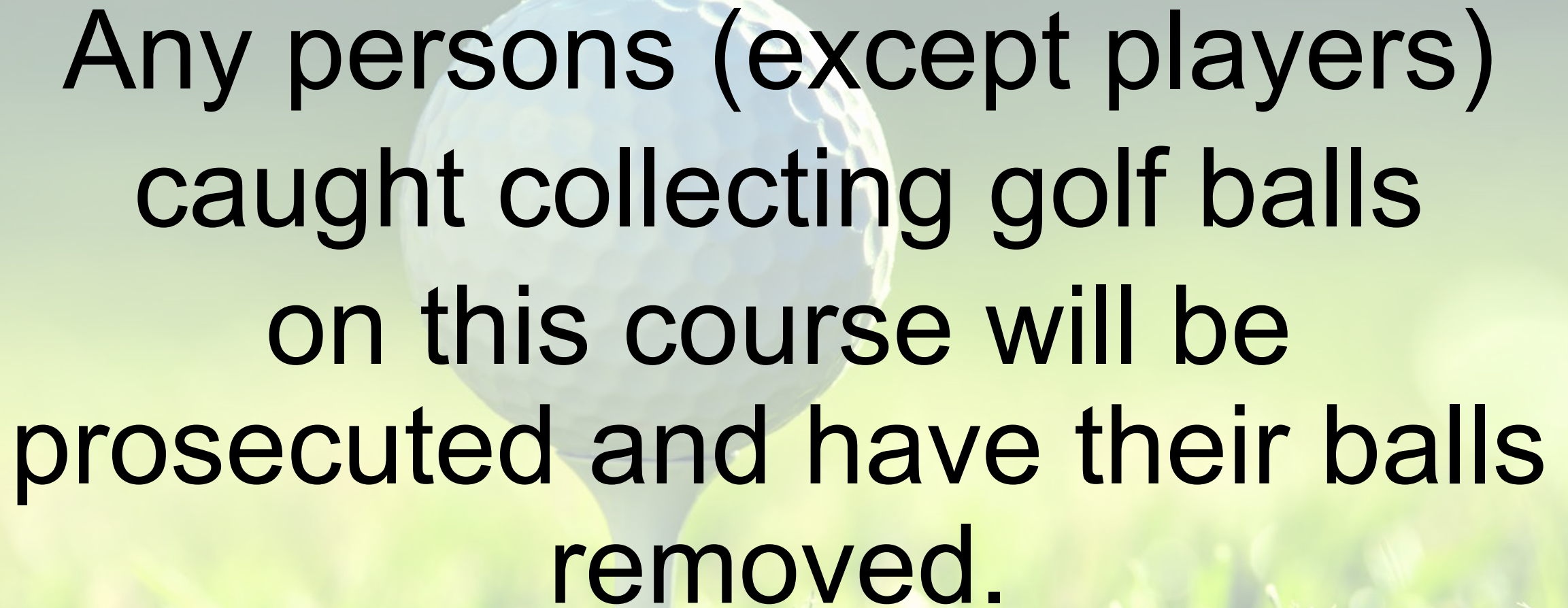
ATTENTION

Toilet
ONLY

For

**DISABLED
ELDERLY
PREGNANT
CHILDREN**

Thank you for shopping with us!!!!

A white golf ball sits on a white tee in the center of the frame. The background is a soft-focus green field under bright, hazy light. Overlaid on the image is a black text message.

Any persons (except players)
caught collecting golf balls
on this course will be
prosecuted and have their balls
removed.



St. Paul United Church of Christ

EVANGELICAL AND REFORMED

BEST SAUSAGE SUPPER

IN ST. LOUIS

COME AND EAT

PASTOR THOMAS RESSLER

SUNDAY WORSHIP
10:15 AM

CHURCH SCHOOL
9:00 AM

CHURCH OFFICE
772-4772

FAMILY PLANNING ADVICE

Use Rear Entrance







**Without knowledge action is
useless and knowledge
without action is futile.**

Abu Bakr

Follow up
Emails





Tonality

38%

Voice
Tone (*pitch*)
Tempo (*speed*)
Timbre (*quality*)
Volume (*loudness*)



Physiology

55%

Posture
Gestures
Facial expression
Blinking
Breathing



Words

7%

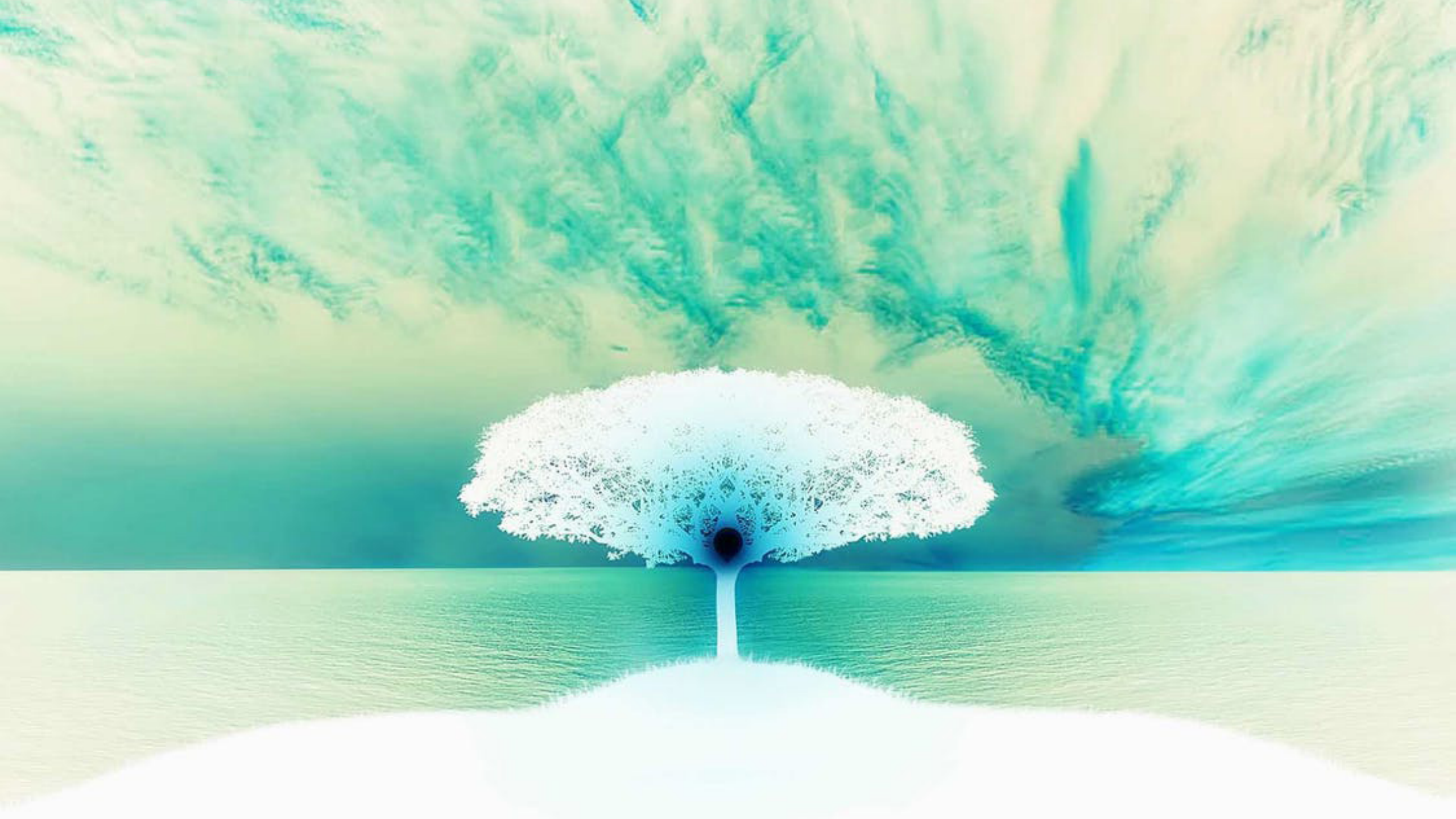
Key words
Common experience
Content chunks

'be more like the other person by matching and mirroring'

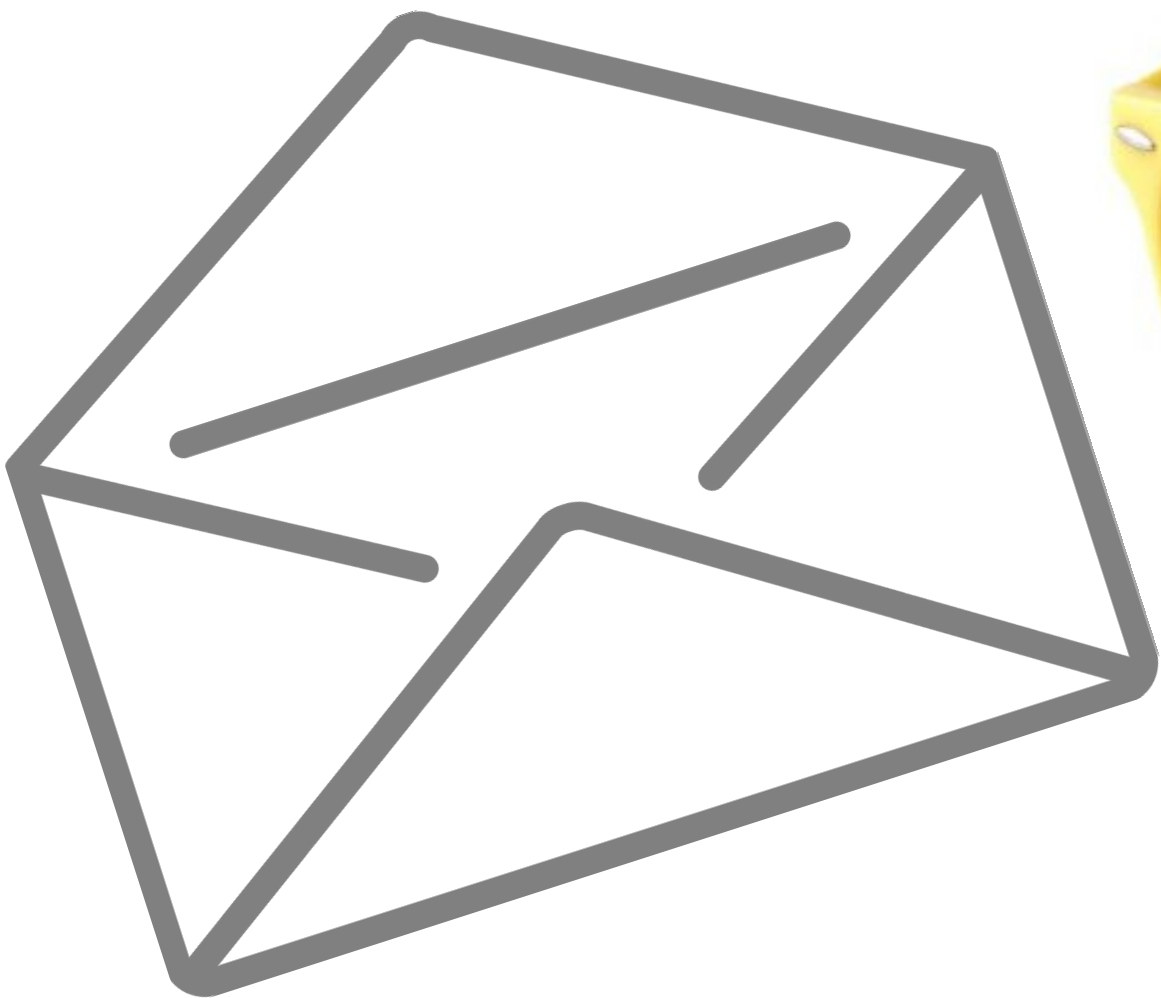














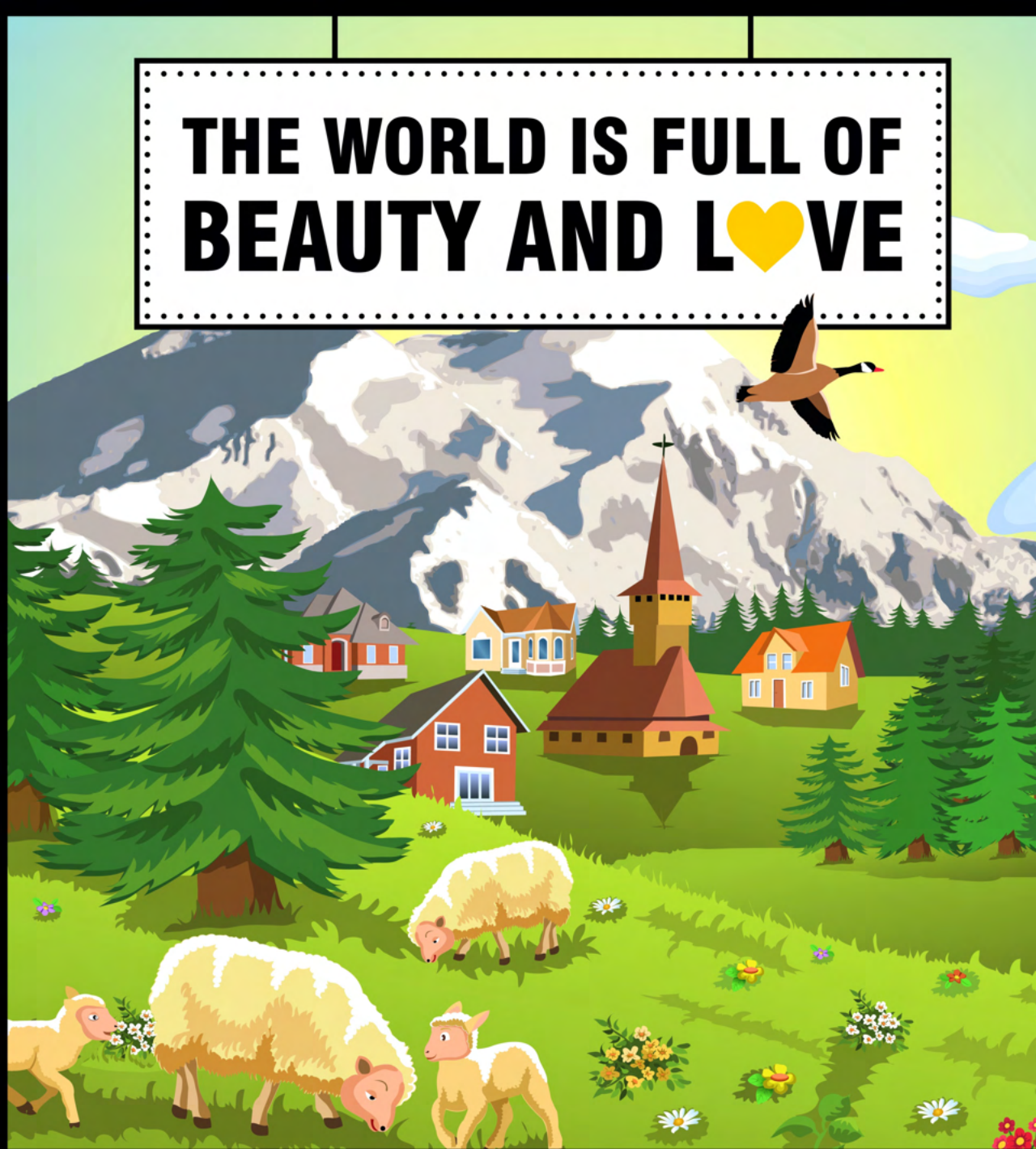




**THE WORLD IS A
DANGEROUS PLACE**



**THE WORLD IS FULL OF
BEAUTY AND LOVE**



**“WHETHER YOU
THINK YOU CAN
OR THINK YOU CAN'T,
YOU'RE RIGHT.”** -Henry ford







What you focus on
GROWS



For a long time, I worked under three commonly held misconceptions:

- That my patients understood and judged the core part of my business (the quality of the dentistry) in a similar way that I did.
- That my patients' opinion of my expertise was solely based on their sound judgment of the quality of the goods and services I supplied to them (the dentistry).
- That the non-core areas of my business (the general tidiness, décor etc.) were of far less importance to my customers than the core areas (the dentistry).

"People will forget what
you said, people will
forget what you did, but
people will never forget
how you made them
feel."

- *Maya Angelou*

Reflections



- Patients don't want to spend money on private dentistry
 - They won't want to join the plan
 - No one will spend £900 on a crown
 - £20,000 on a smile is expensive.

Exercise Time

In your practice group, discuss and create 10 positive mindsets that support:

- Your patients
- You
- The practice
- Profit

They should be:

- Stated as a true fact
- Stated in the present.

e.g. 'we will smile at everyone' becomes 'we smile at everyone'

Morning Huddle

www.oneminutemindset.co.uk



- Have a team meeting and do the mindset exercise
- Then, list your top 20 mindsets for your business
- This will cover you for the month
- Take it in turns to choose the practice mindset of the day
- Remind one another during the day when someone forgets!!!!!!!!!!

Selling?

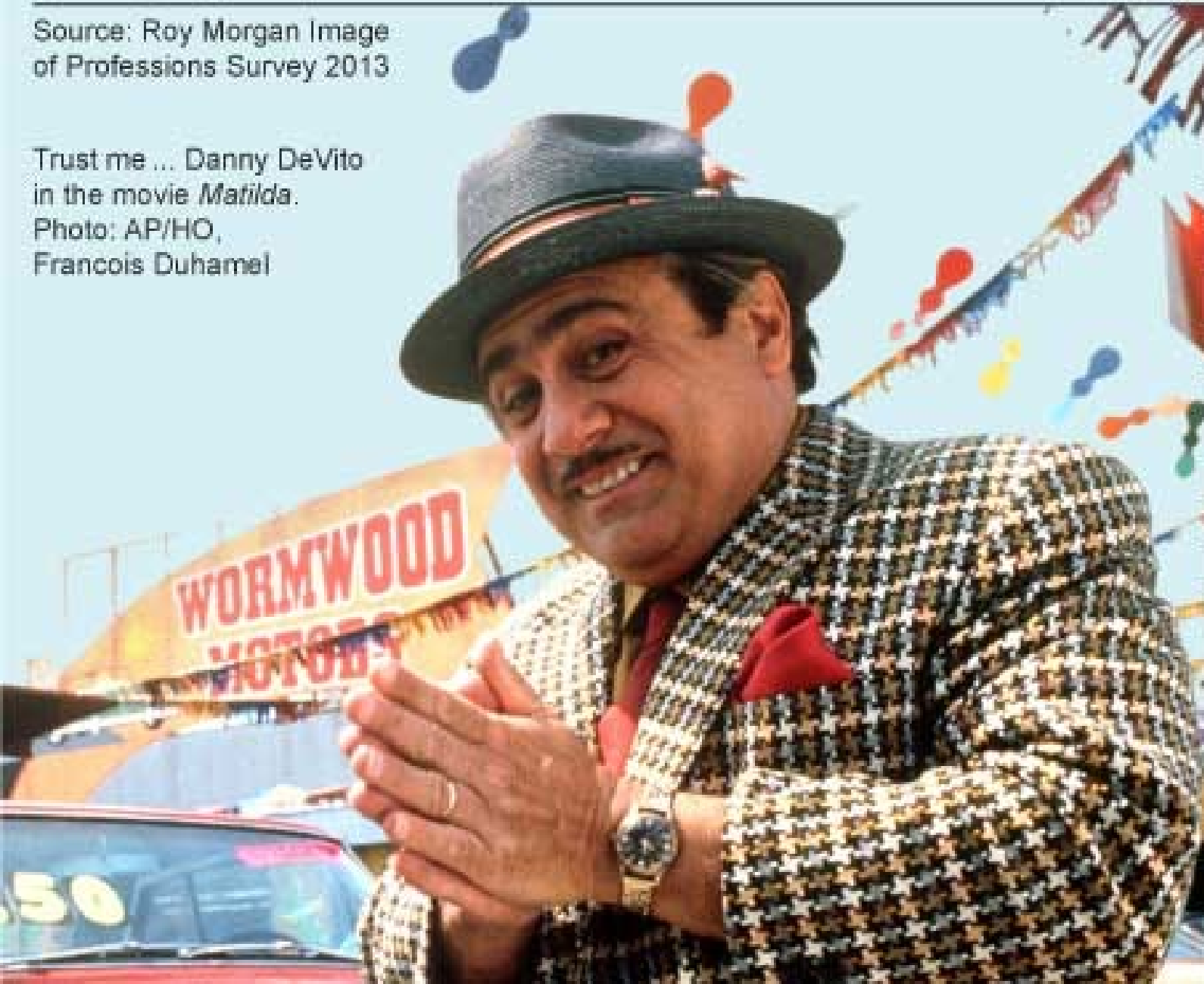




ETHICS AND HONESTY RATING

Source: Roy Morgan Image
of Professions Survey 2013

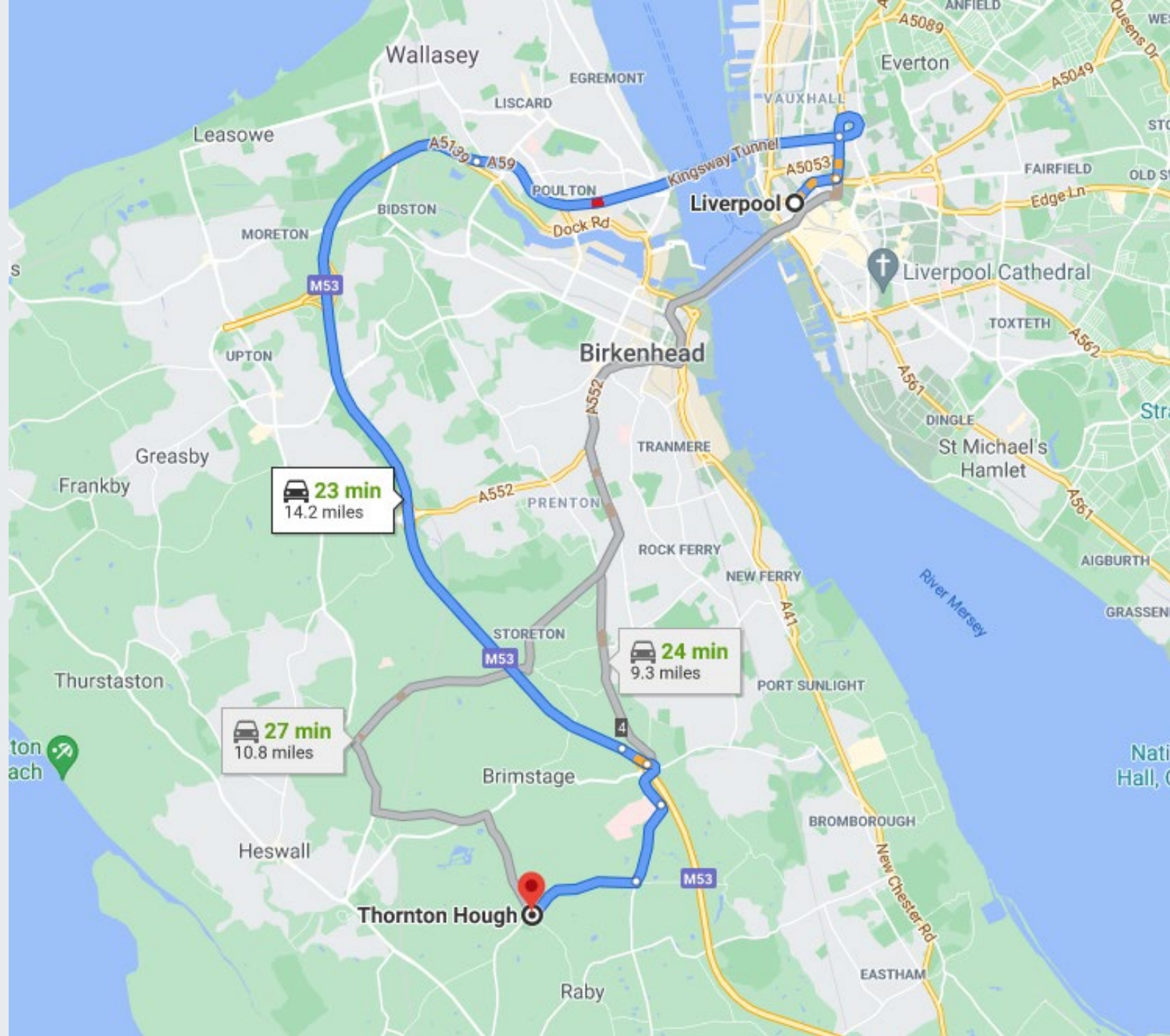
Trust me ... Danny DeVito
in the movie *Matilda*.
Photo: AP/HO,
Francois Duhamel



2013 RANK	RATING, PER CENT	% CHANGE FROM 2012
1	90 Nurses	-
2	88 Doctors	+5
3	84 Pharmacists	-4
4	76 Engineers	+6
4	76 School teachers	-
6	74 Dentists	-1
7	73 High Court judges	+3
8	70 State Supreme Court judges	+1
9	69 Police	-
10	68 University lecturers	+3
12	44 Ministers of religion	+1
13	38 Bank managers	+1
14	36 Lawyers	+6
14	36 Public servants	+3
16	33 Public opinion pollsters	+5
17	26 Directors of public companies	+6
18	25 Financial planners	-1
19	22 Business executives	+4
20	19 Newspaper journalists	+7
21	18 TV reporters	+4
22	16 Talk-back radio announcers	-1

13 NK	RATING, PER CENT	% CHANGE FROM 2012
1	90 Nurses	-
2	88 Doctors	+5
3	84 Pharmacists	-4
4	76 Engineers	+6
4	76 School teachers	-
6	74 Dentists	-1
7	73 High Court judges	+3
8	70 State Supreme Court judges	+1
9	69 Police	-
10	68 University lecturers	+3







Walk



Cycle



Bus



Drive



Chauffer



Private Helicopter

Follow up
Emails

