THE POWER OF COMMUNICATION

PART TWO!

THOUGHTS & FEELINGS

PART TWO!

NLP MODEL OF COMMUNICATION

20 MILLION BPS

134 BPS

DELETE

DISTORT

GENERALISE

EXTERNAL EVENT INFORMATION/DATA

5 SENSES

V

A

K

O

G

VAKOG

NLP MODEL OF COMMUNICATION

MIHALY CSIKSZENTMILHALYI - FLOW

Ism’s we have

Dogs are evil

All men are bar-stewards

She can’t afford private dentistry

He’s too old for ortho

They only want NHS

They won’t leave a Facebook review

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INFORMATION/DATA

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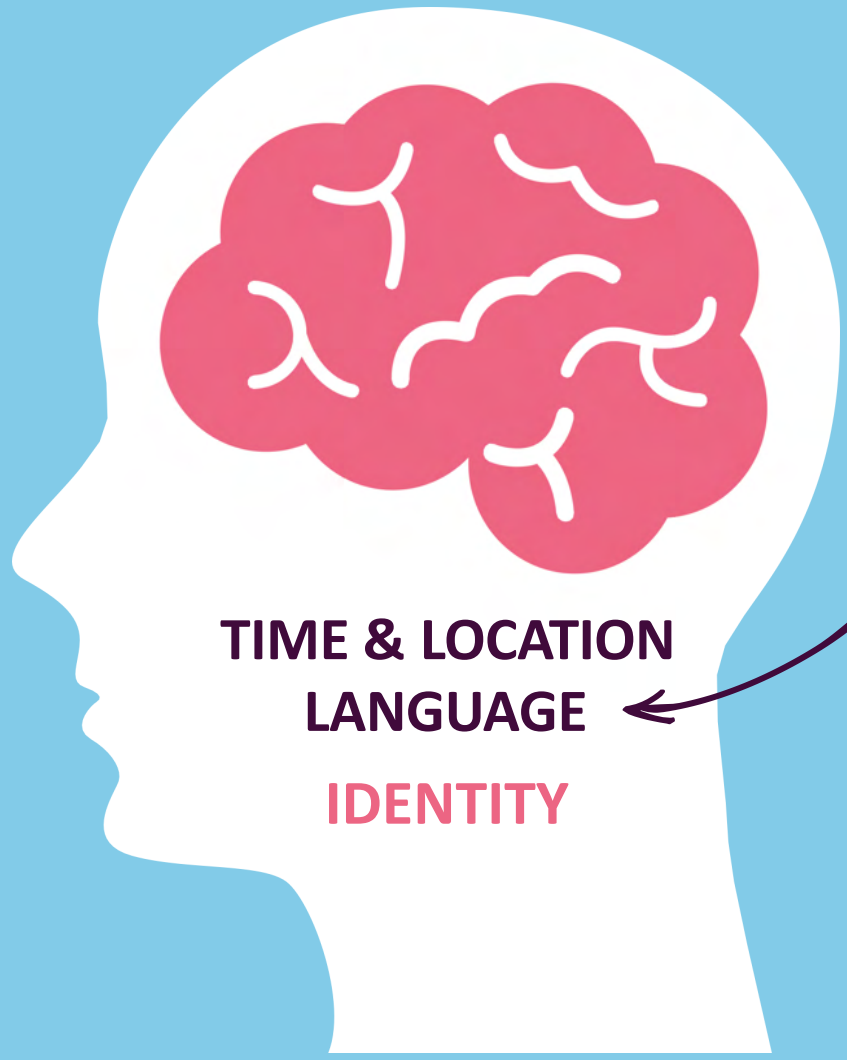
GENERALISE



NLP MODEL OF COMMUNICATION

MIHALY CSIKSZENTMILHALYI - FLOW

Opportunity
Challenge
Problem

Opportunity			
Contact a large TP patient Complete some CPD Have 121 with team members Go for a walk	To find someone who brings new skills, energy and vitality to the team	To upskill team members and train to do photos, imps, rads	To take the bull by the horns and grow personally. To recognise I am amazing
Challenge			
How can I use the time wisely	To find someone who is the ideal fit	To create great systems and delegation	To talk to someone I don't know
Problem			
We will lose money	OMG recruitment is a nightmare	Nothing gets done properly	I'm Sh!t scared of role play
The Event			
A 1-hour appointment just cancelled	**Doris the Dentist hands her notice in**	**We are so busy, chasing our tails**	**I have been told to attend the Practice Plan tour with some bloke called Barry**

EXERCISE TIME

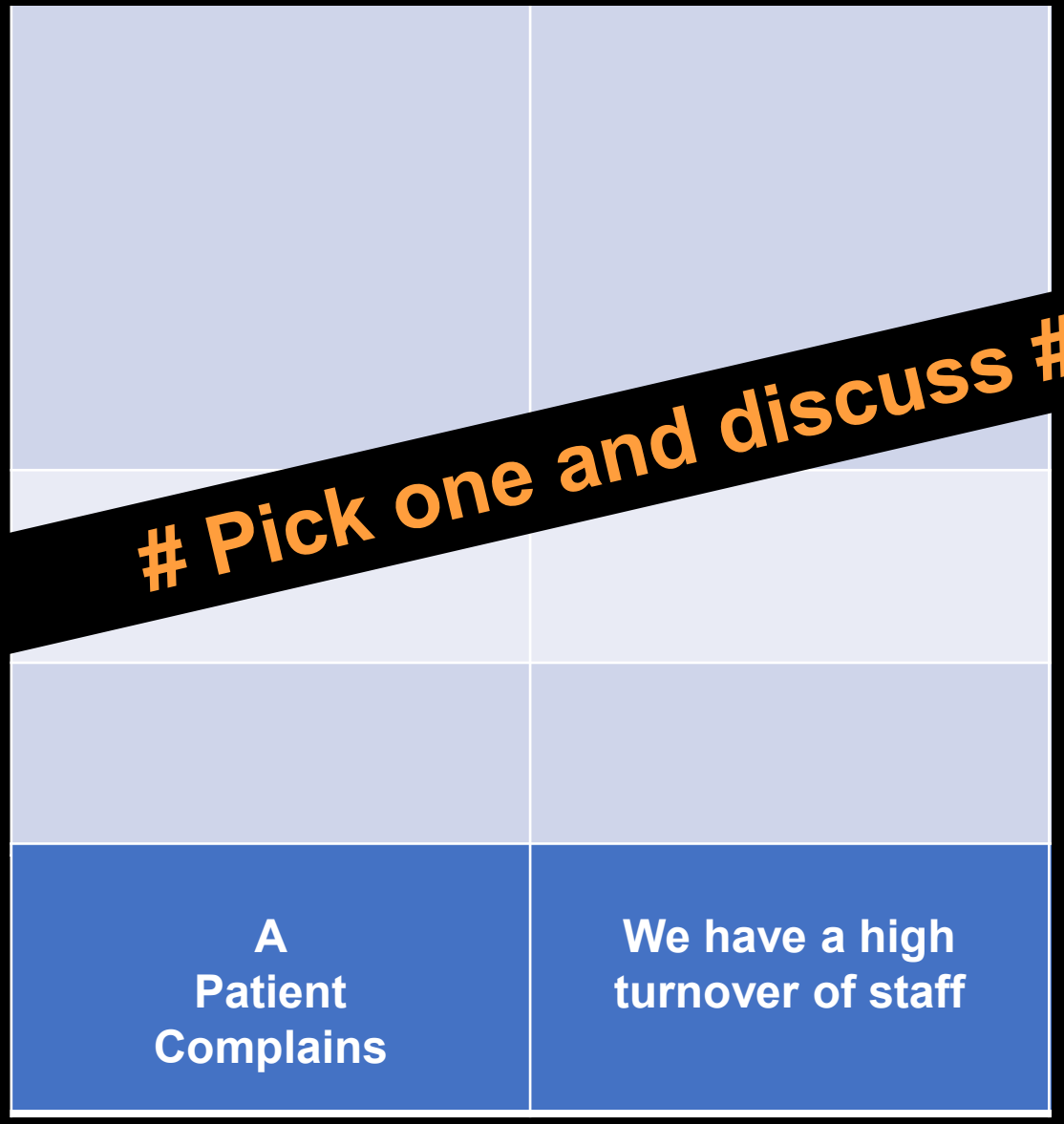
IN GROUPS OF 3-5

Opportunity

Challenge

Problem

The Event



Opportunity

Challenge

Problem

The Event

To wow the patient and turn them into a raving fan	Create a different experience for team members. Career development Training – imps, photos, scanning Increase job satisfaction and income
Handle the complaint in rapport and reach a mutual result	How do we make us the ‘Go to practice’
Fear of the GDC/FTP reputation	It’s really hard to retain people
A Patient Complains	**We have a high turnover of staff**

INTERNAL REPRESENTATION 134 BPS

EMOTIONAL STATE

PHYSIOLOGY

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NLP MODEL OF COMMUNICATION

MIHALY CSIKSZENTMILHALYI - FLOW

INTERNAL REPRESENTATION

EMOTIONAL STATE

STATE OF MIND

PHYSIOLOGY

NLP MODEL OF COMMUNICATION

You - at your best

Go to www.Menti.com
Stress?

43.8% - could not cope

BDA
British Dental Association

Jan 11th 2019

Sources of Stress

79% Threat of complaints or litigation

75% Dissatisfied patients

72% NHS targets & work pressure

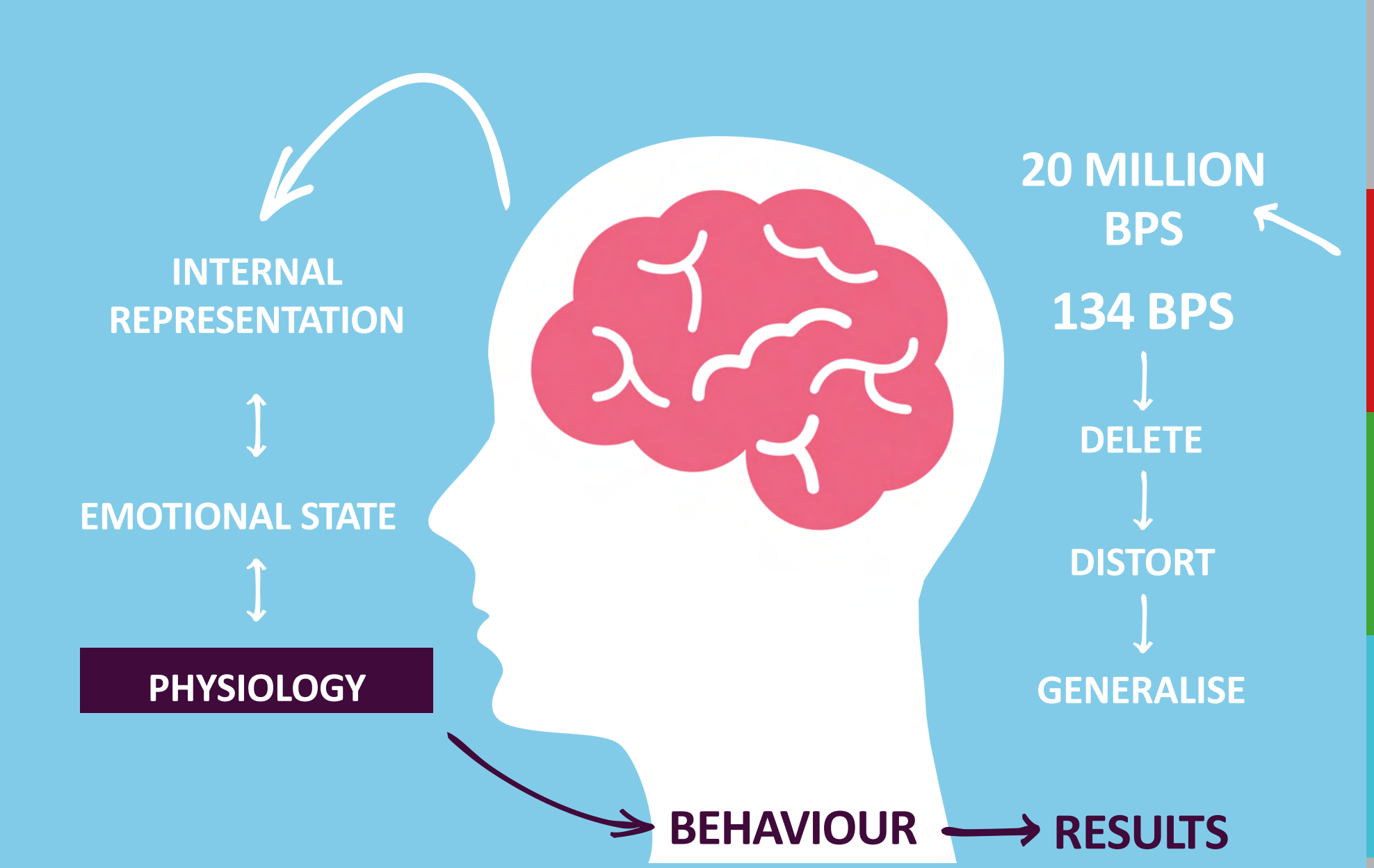
65% Running late

61% Difficult patients

GDP's are the most stressed

43.8% could not cope

Seriously



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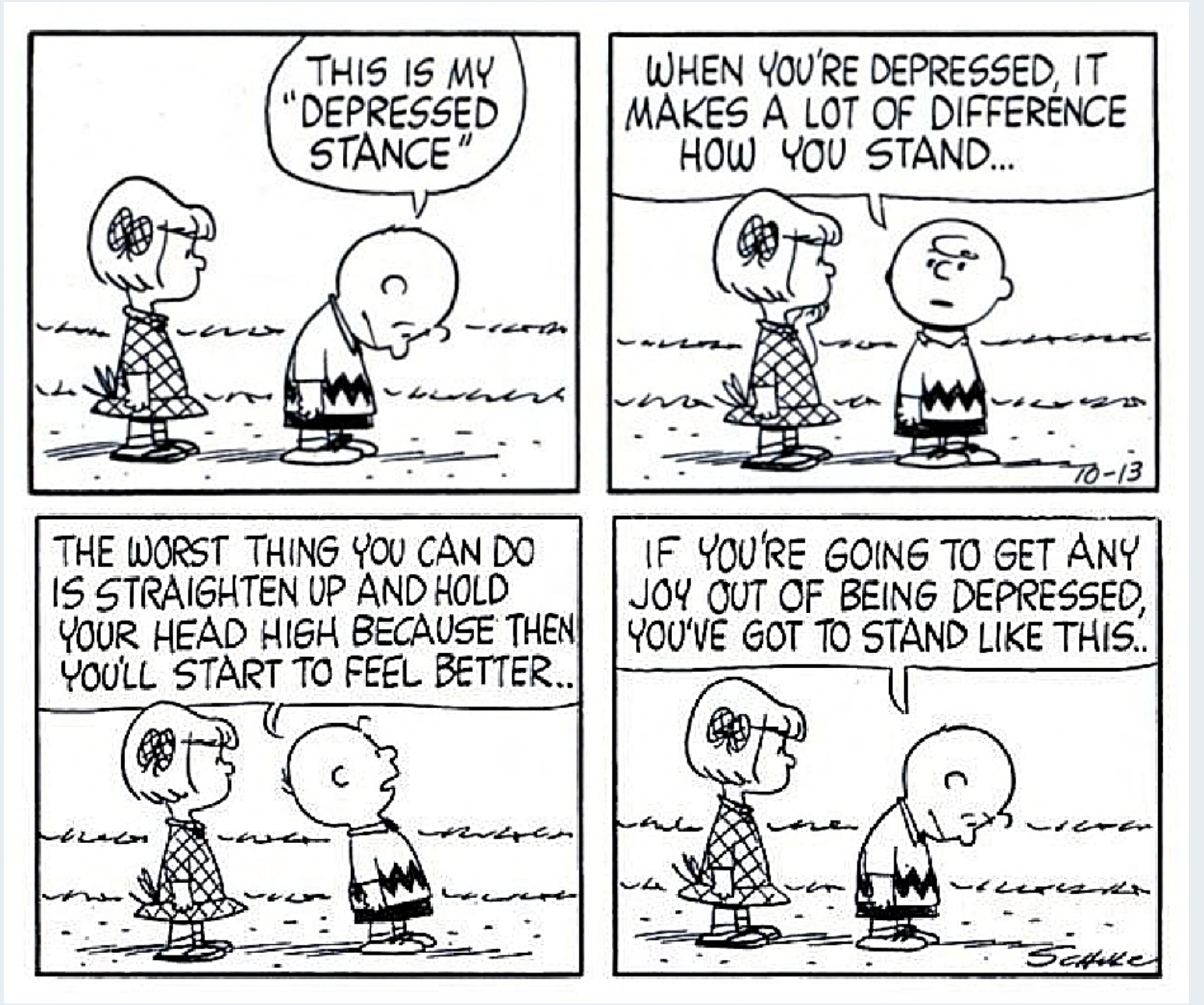
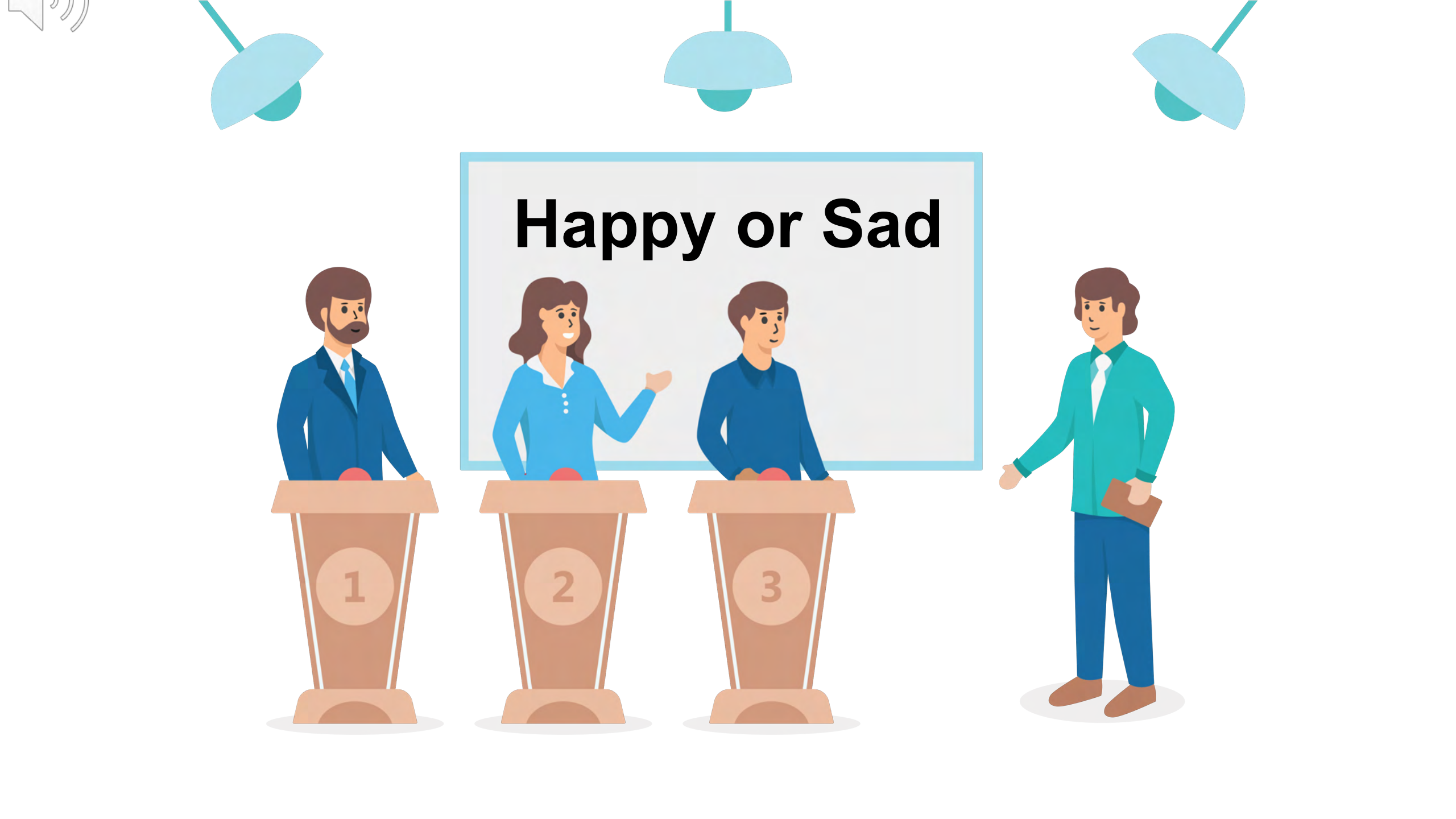

THIS IS MY "DEPRESSED STANCE"
WHEN YOU'RE DEPRESSED, IT MAKES A LOT OF DIFFERENCE HOW YOU STAND...
10-13
THE WORST THING YOU CAN DO IS STRAIGHTEN UP AND HOLD YOUR HEAD HIGH BECAUSE THEN YOU'LL START TO FEEL BETTER..
IF YOU'RE GOING TO GET ANY JOY OUT OF BEING DEPRESSED, YOU'VE GOT TO STAND LIKE THIS..
Schulz

When you look at somebody,

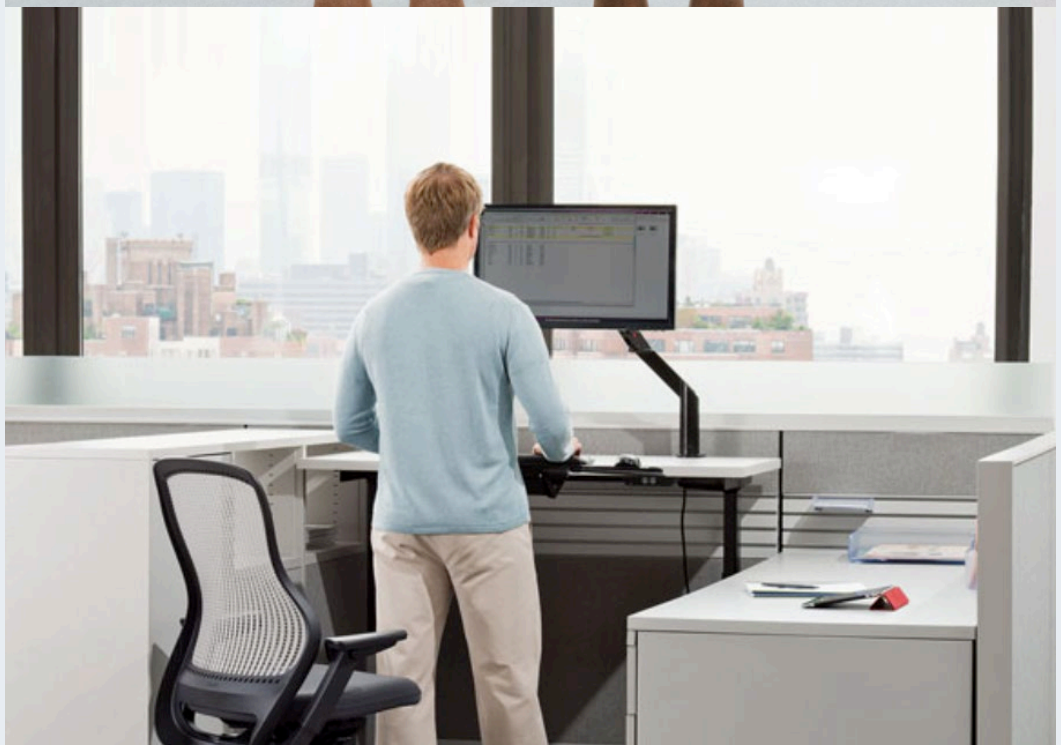

Happy or Sad
1
2
3

HENRY SCHEIN® DENTAL | Rely on Us™

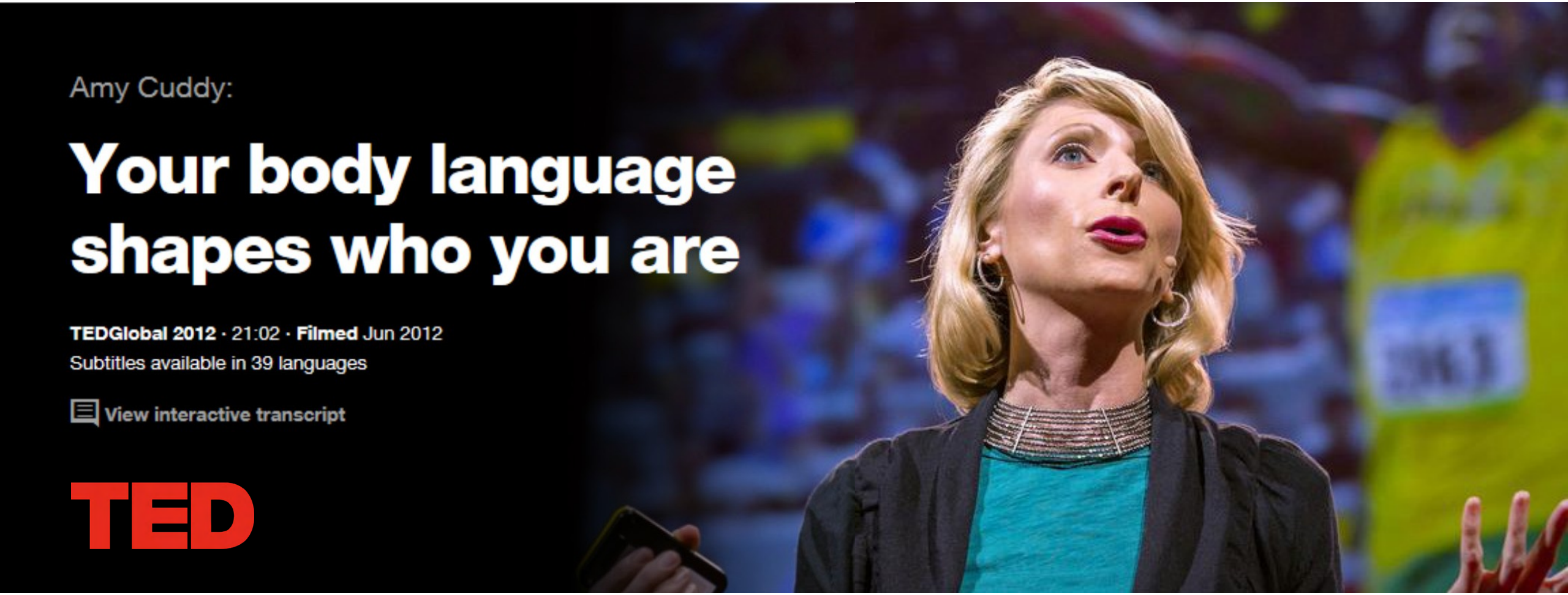
DenMat®

PeriOptix™ Bespoke Loupes

High-quality magnification and illumination products



Amy Cuddy - TED Talk, Edinburgh 2012



The language of your mind

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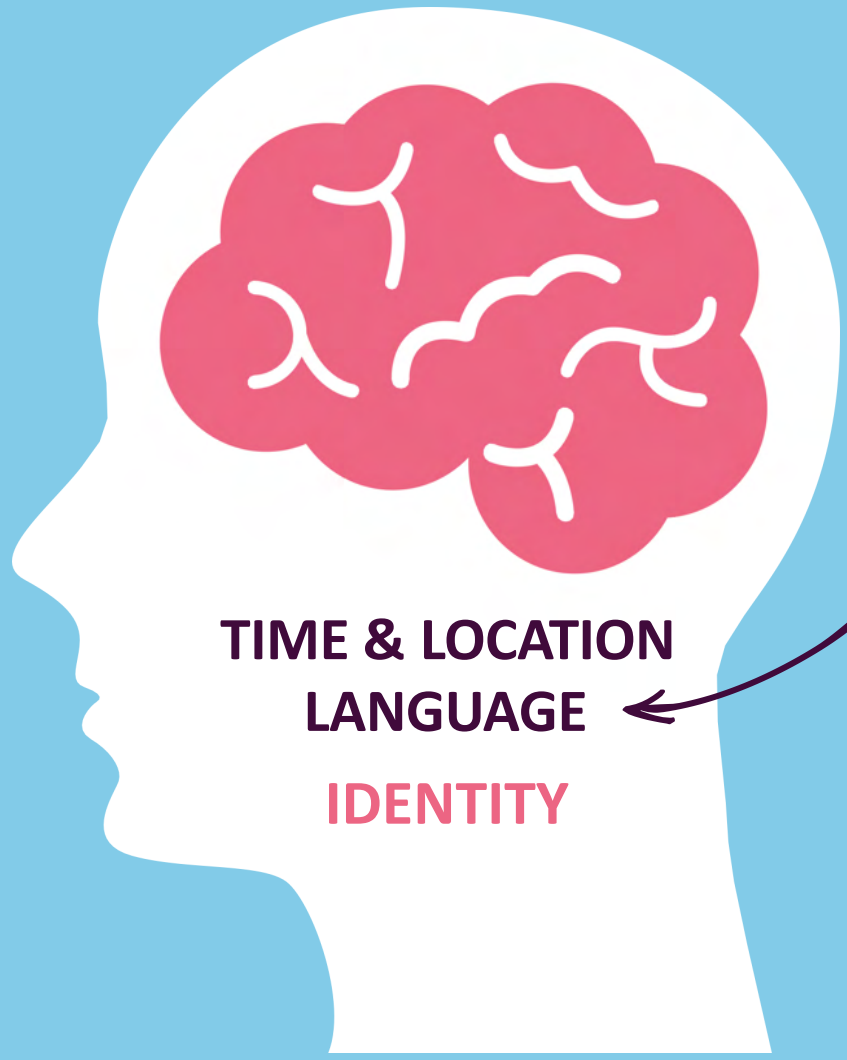


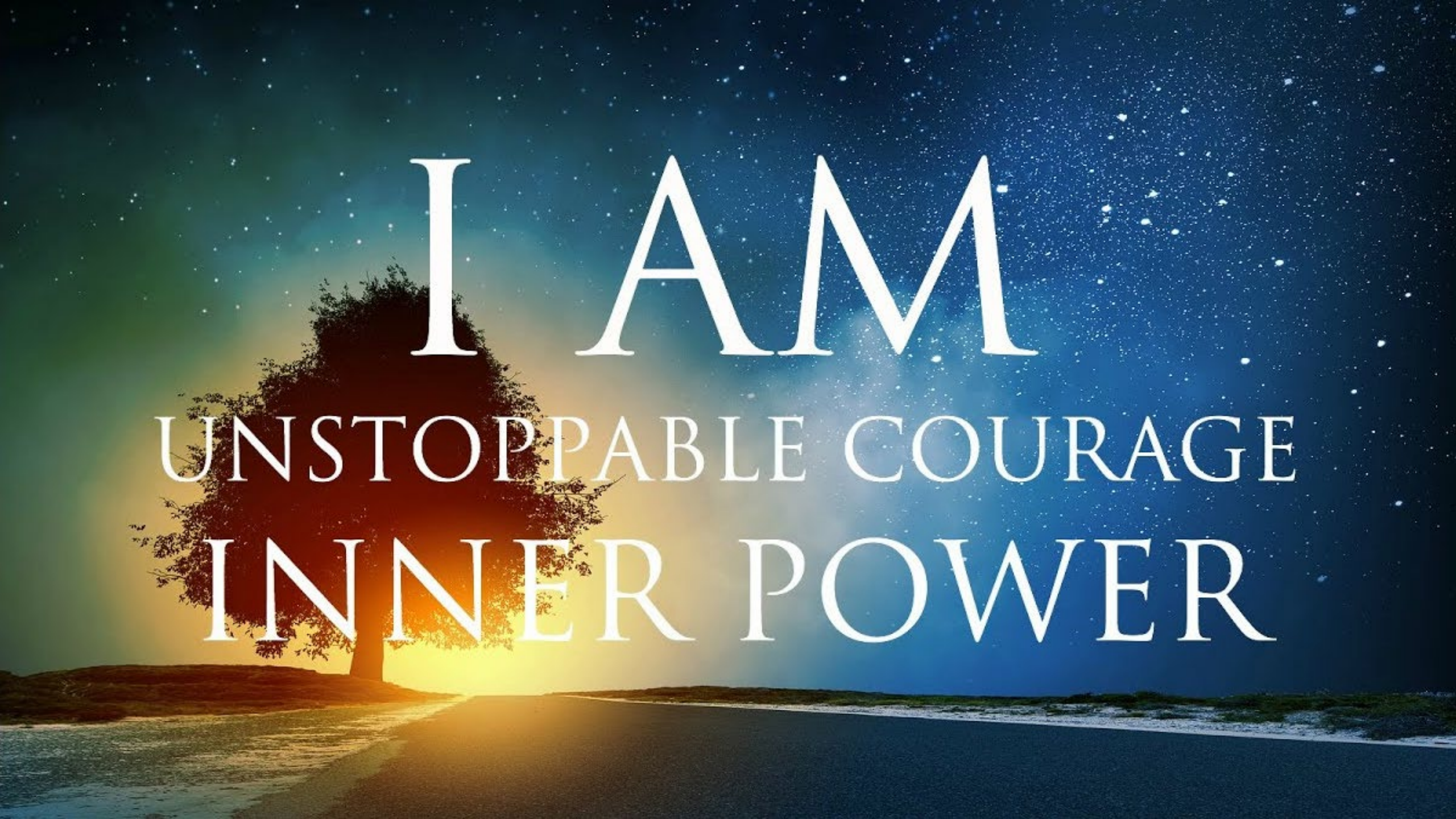
NLP MODEL OF COMMUNICATION

MIHALY CSIKSZENTMILHALYI - FLOW

I AM

What do you do for a living?

- I am a dentist
- I am a practice manager
- I am dental nurse
- I am a mum/dad
- I am a hygienist.


I AM
UNSTOPPABLE COURAGE
INNER POWER

Some I AM examples ….

- I am the creator of confidence by carefully crafting and creating beautiful smiles for people
- I am a coach, educator, mentor and provide inspiration for everyone around me.

Some ‘I AM’ examples…

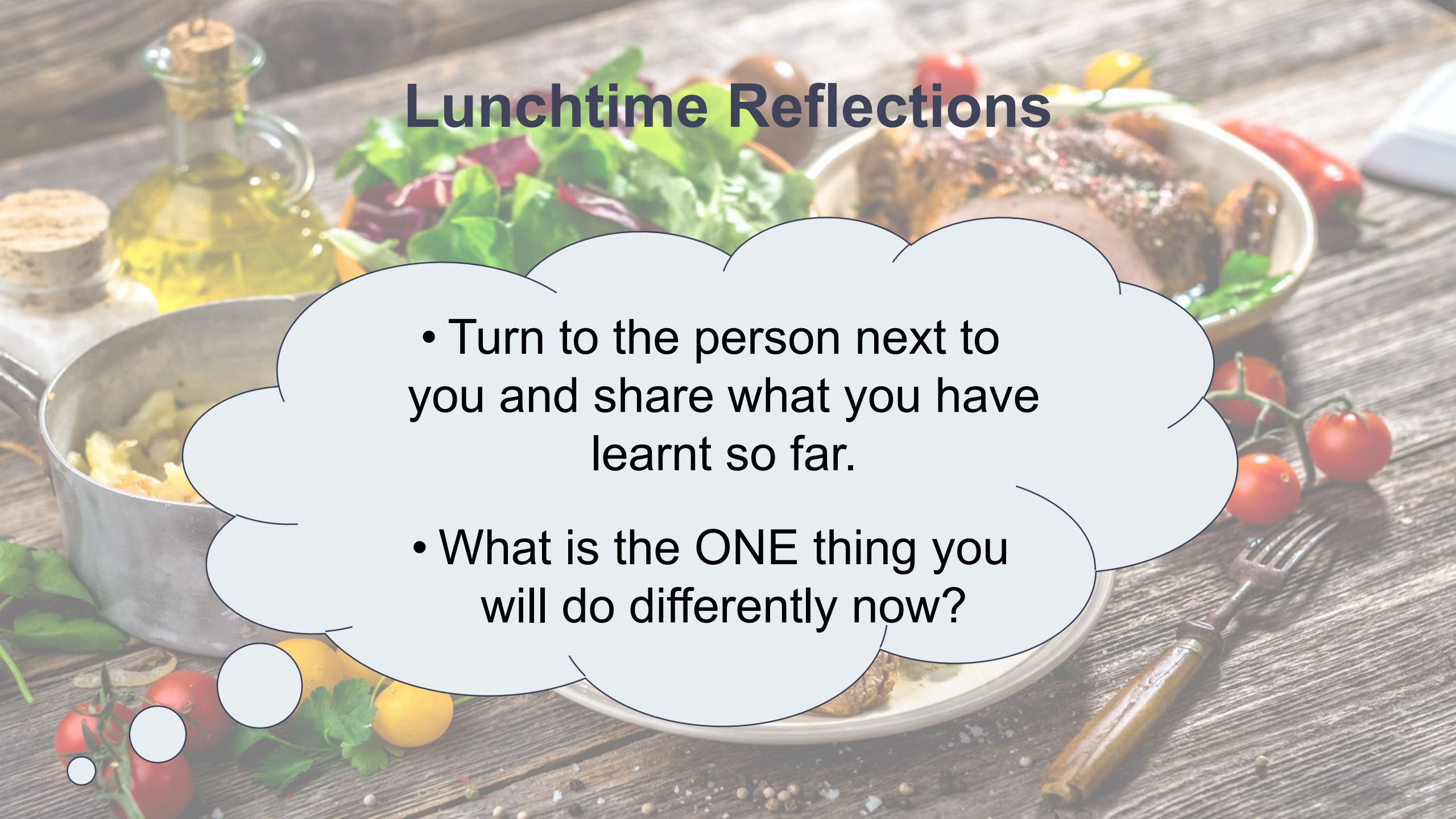
- The manager of happiness
- The glue that holds everything together
- The co-pilot for the (dentist) to ensure the patient has the best journey
- The pilot for the patient journey
- The conductor for the practice to ensure we are all singing from the same hymn sheet
- The linchpin of the practice.

Exercise Time

Creating ‘I AM’s’ for each role in your practice

- Get into groups of 3/4 people who are a different role to you in your practice
- Work on each others ‘I AM’, not your own
- Go around each person and tell them what they do, what they bring and who they are to your practice
- Write sentences that begins with ‘I AM’
- Each person then reads out their new ‘I AM’ to the group with confidence and belief.

Lunchtime Reflections



- Turn to the person next to you and share what you have learnt so far.
- What is the ONE thing you will do differently now?