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Director of Care Clinical Leader Professional Certificate

2021

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If you have any questions, please contact us here in HLLN at 416 736 2100 X22170 or hlln@yorku.ca. Thank you, Tania Xerri



Tania Xerri, Director, Health Leadership and Learning Network

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Canada



RIC PHILLIPS

President, 3V Communications
Executive Director, NCCA Canada
Director & Instructor, YEDI

Ric Phillips is an executive communication coach and corporate trainer who helps individuals and companies communicate simply, clearly and confidently. He is the creator of 3V Communications™, a company and holistic system that synchronizes and sharpens interpersonal and professional communication skills. His educational background includes Sociology, Psychology, Coaching, NLP (*Neuro-Linguistic Programming*) and Body Language Analysis. Ric is the Executive Director of the NCCA (*Nat'l Communication Coaching Assoc. of Canada*) and also a Director and Instructor with YEDI (*York Entrepreneurship Development Institute*).

He has taught business communications and entrepreneurship skills locally and outside of Canada in China, Russia, Israel, France, Armenia and the United States. He is a part-time instructor with York University, teaching the 3MT Pitch (*3-Minute Thesis*) and in the HLLN Program (*Health Leadership & Learning Network*). He is a frequent conference speaker, and TEDx speaker on the topic of the “Long Life of First Impressions.”

Ric is an author and expert in communications, public speaking techniques and body language analysis, frequently called upon by the media to provide pundit opinion and advice on business people, politicians and celebrities.

More about Ric can be found at:

<https://www.linkedin.com/in/communicationcoach>

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NCCA: <http://nccacanada.org/>

YEDI: <http://www.yedinstitute.org/>

My TEDx Talk: <https://www.youtube.com/watch?v=SuG-BHquAHU>

Amazon Author Page: <https://www.amazon.com/Ric-Phillips/e/B071L861J8>

YouTube Channel: <https://www.youtube.com/user/CommCoach73/videos>

<https://3vcommunications.ca/>

Director of Care Clinical Leader Professional Certificate Program

***Module 3: Conflict Management and Gentle Persuasion: Learn how
to deal with conflict and influence and persuade as a Leader***

DAY 1: Monday April 12th, 2021 Instructor: Ric Phillips of 3V Communications

About Me:



VERBAL VOCAL VISUAL
CUSTOMIZED COMMUNICATION SKILLS DEVELOPMENT



National Communication Coaching Association



Schulich
School of Business
Executive Education Centre



Now About You!

- * first name
- * title
- * communication challenges at work?



Big Picture: communication challenges at work?

- * Common List



Our Agenda Today:

- * Communication challenges, needs
- * Big picture: 3 keys of (professional) communication, how mis-communication occurs
- * Our brain and body language, 3 best principles of non-verbal communication
- * Understanding empathy better

The Big Picture - #1

- * The **3 Vs** of Communication
- * Which 'V' has the most impact on communication?



The Big Picture - #2

- * The **3 Ps** of Communication?



The Big Picture - #3

- * What does money have to do with communication?

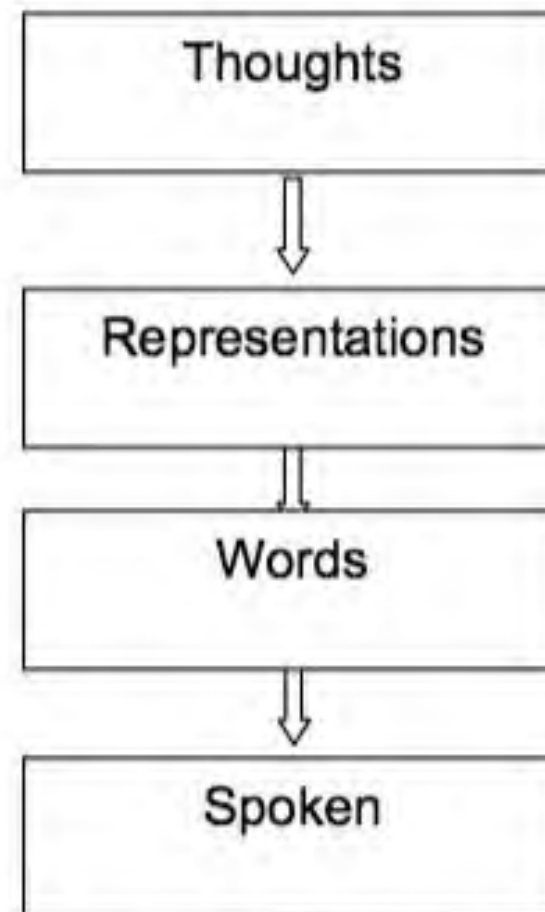


Let's talk about mis-communication...

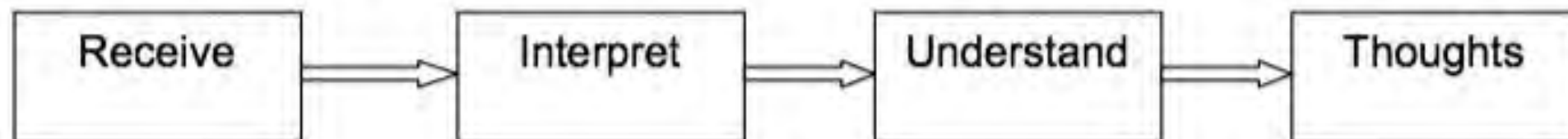
I Know that **you think you**
understand what you thought I said,
But I'm not sure **you realise** what you
heard is **not what I meant.**

Why is Miscommunication so Common?

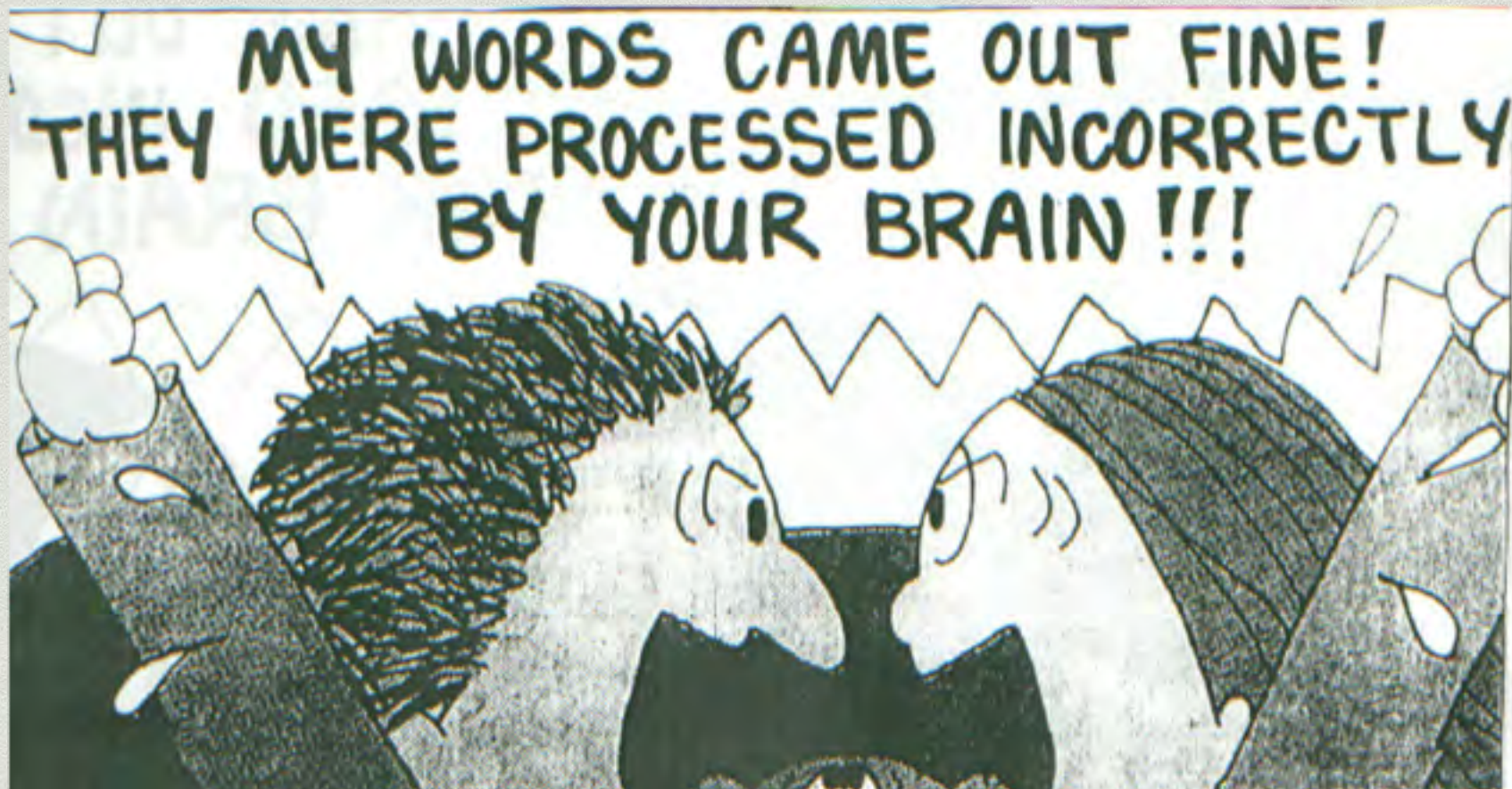
Easy right?



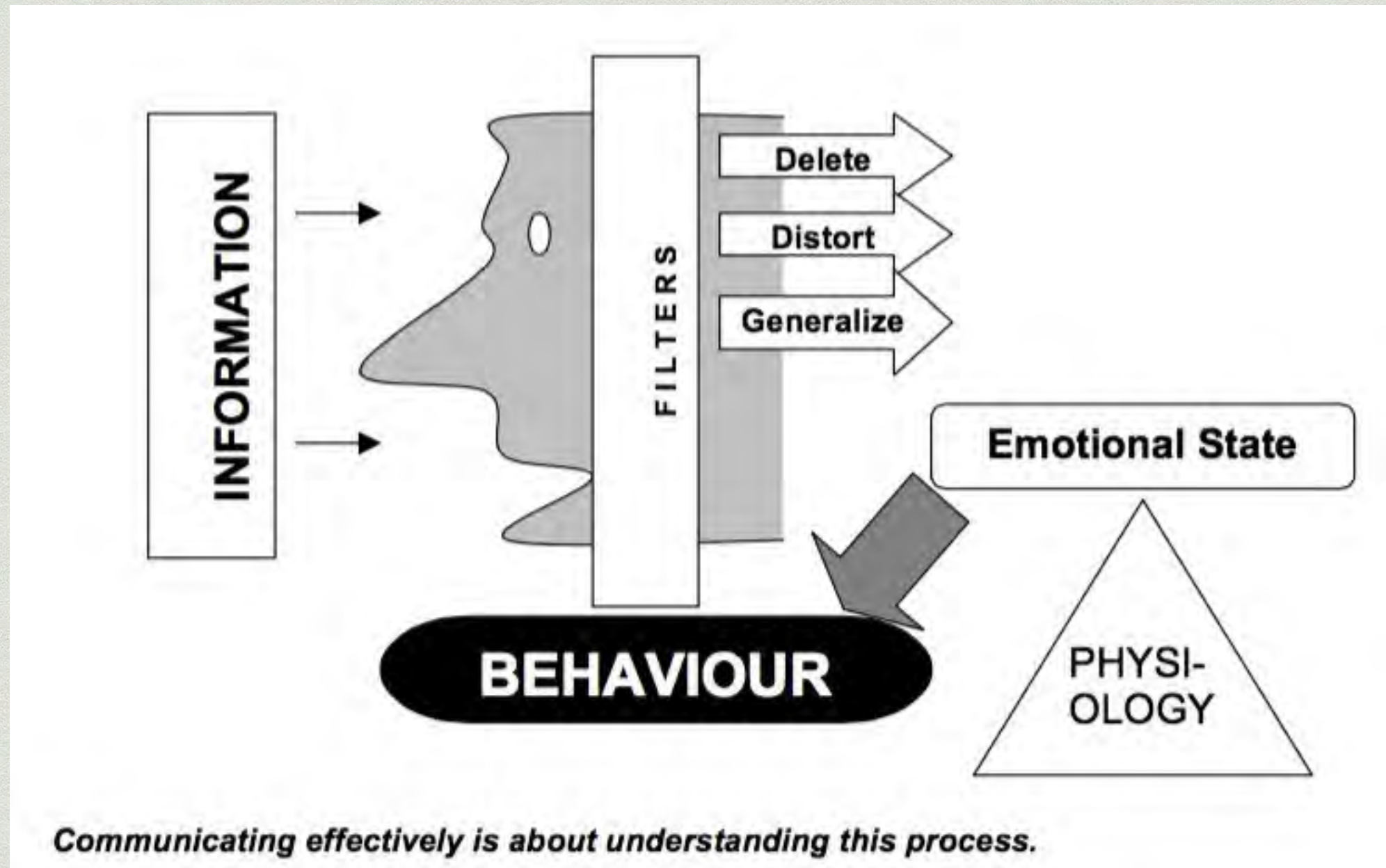
Ok, so let's think of the person who is receiving the information.



It's not MY fault...

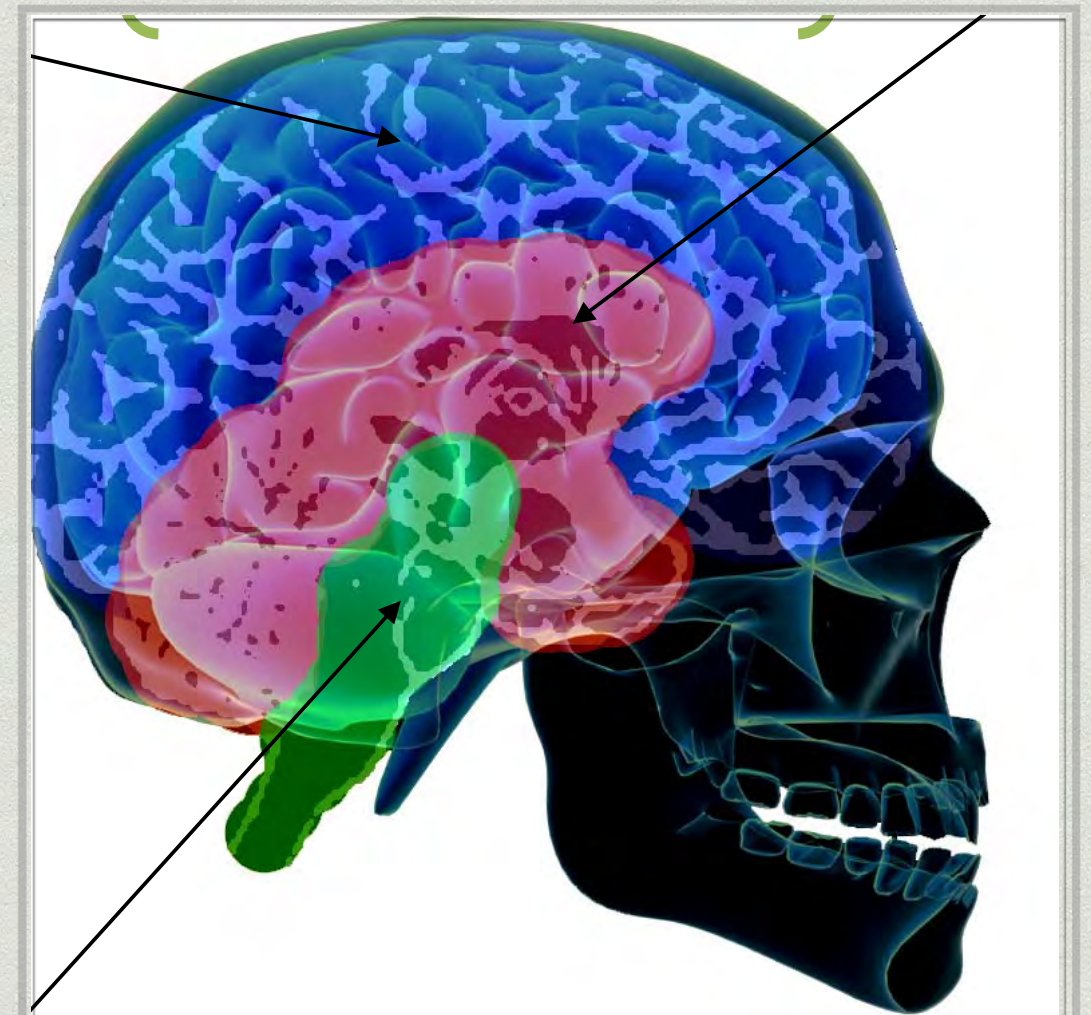


External, Internal Filters



What's the connection between Brain and Body Language?

- * **NEO-CORTEX:** intelligent, questioner, problem-solver, learner, open to change
- * **LIMBIC SYSTEM:** empathetic, emotional, wants to connect, tribal, + Approach / - Avoid
- * **REPTILIAN BRAIN (STEM):** instinctual, primal physical & survival systems, wary



The brain learns to repeat behaviors that lead to maximizing rewards. Dopamine provides a teaching signal to parts of the brain responsible for acquiring new behavior.

+ & - Non-Verbal Communication (Body Language etc.)

* Key Defaults?



PRINCIPLE #1



- OPEN vs. CLOSED/CROSSED!

PRINCIPLE #2



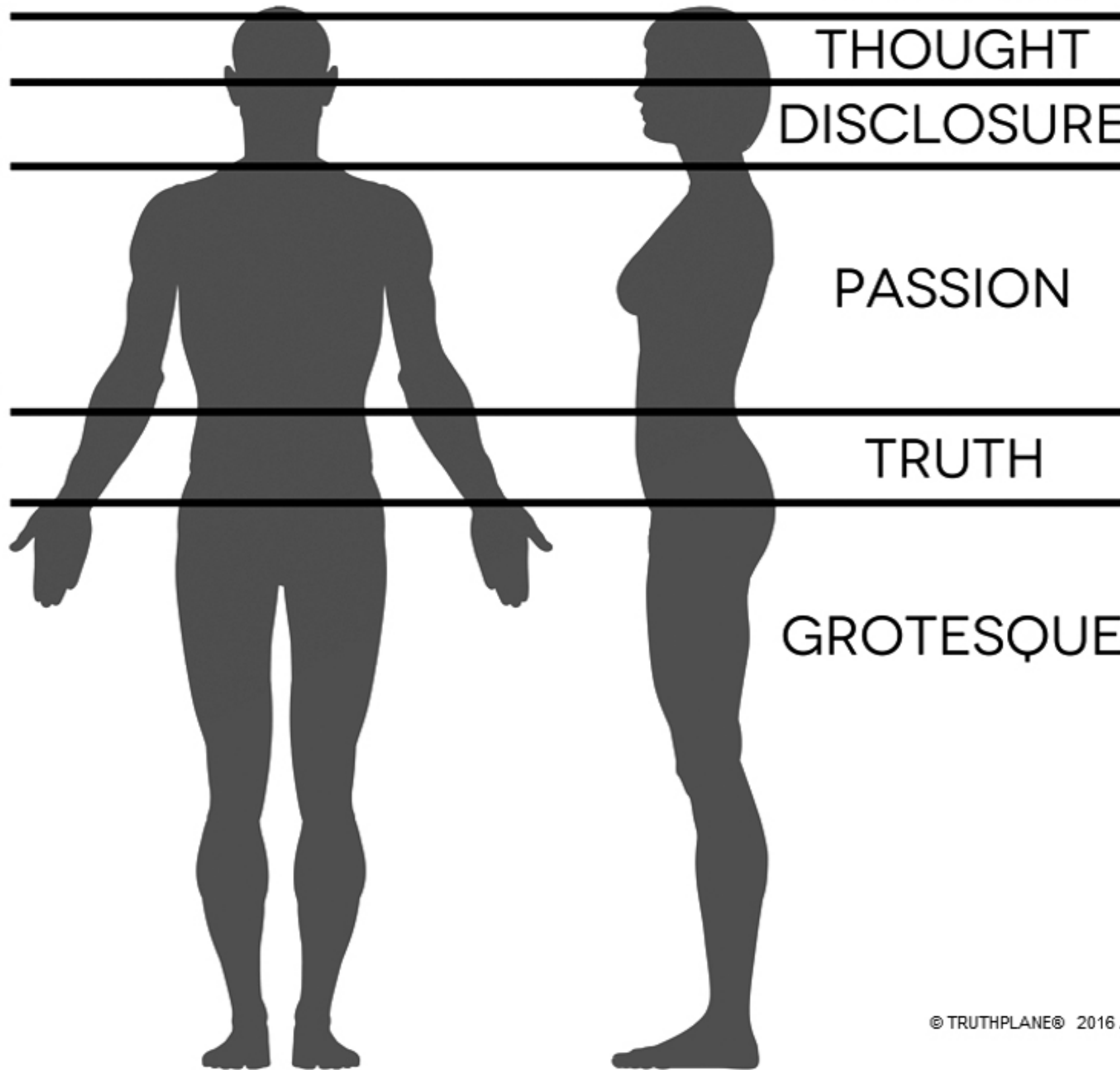
- TOWARDS vs. AWAY!

PRINCIPLE #3



- GESTURAL BODY PLANES!

THE HORIZONTAL PLANES OF GESTURE



Building true empathy

- * Put yourself in their shoes
CONSTANTLY! (What if that happened to you?)
- * Patients, Staff & Society
come before you
- * Lead by example (*open, interested, sincere*)



<https://www.youtube.com/watch?v=7hFAv8z8xmw>

Phil Dun-Empat-hy

Empathy 101 with
Phil Dunphy

Agenda Review:

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Thank you! Questions?



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- * <https://www.youtube.com/c/RicPhillips/videos>
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Director of Care Clinical Leader Professional Certificate Program

***Module 3: Conflict Management and Gentle Persuasion: Learn how
to deal with conflict and influence and persuade as a Leader***

DAY 2: Tuesday April 13th, 2021 Instructor: Ric Phillips of 3V Communications

Our Agenda Today:

- * Debrief homework
- * Active listening skills
- * Presenting ideas and persuading others
- * Help dealing with difficult people, giving feedback

You're listening...

- * *But do you **really** hear me?*
“Most people do not listen with the intent to understand; they listen with the intent to reply.” - Stephen R. Covey
- * *Do you **really** care?*
“People don’t care what you know, until they know that you care!” - Theodore Roosevelt



Active Listening with EAR

- * **E**mpathy
- * **A**cknowledge
- * **R**elieve



PERSUASION - so they listen to you



Original Persuasion Theory

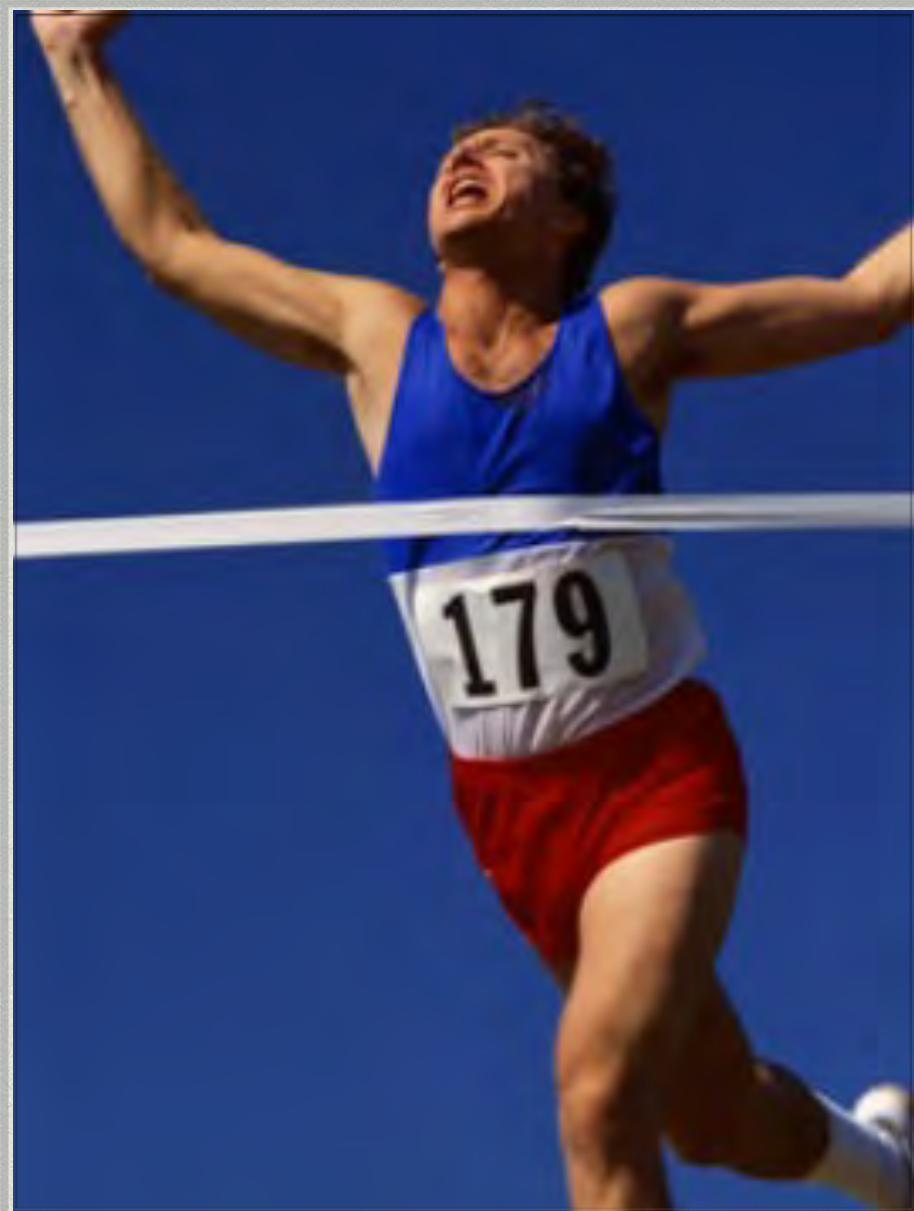
- * Wisdom from the ages?
- * Can a simple formula really work?



Dealing with Difficult People



How do you feel when you:



The Solution is...

- ✱ About you or them?

Turn a Hurter into a Helper

- ✱ In general, how to deal with ‘difficult people’?

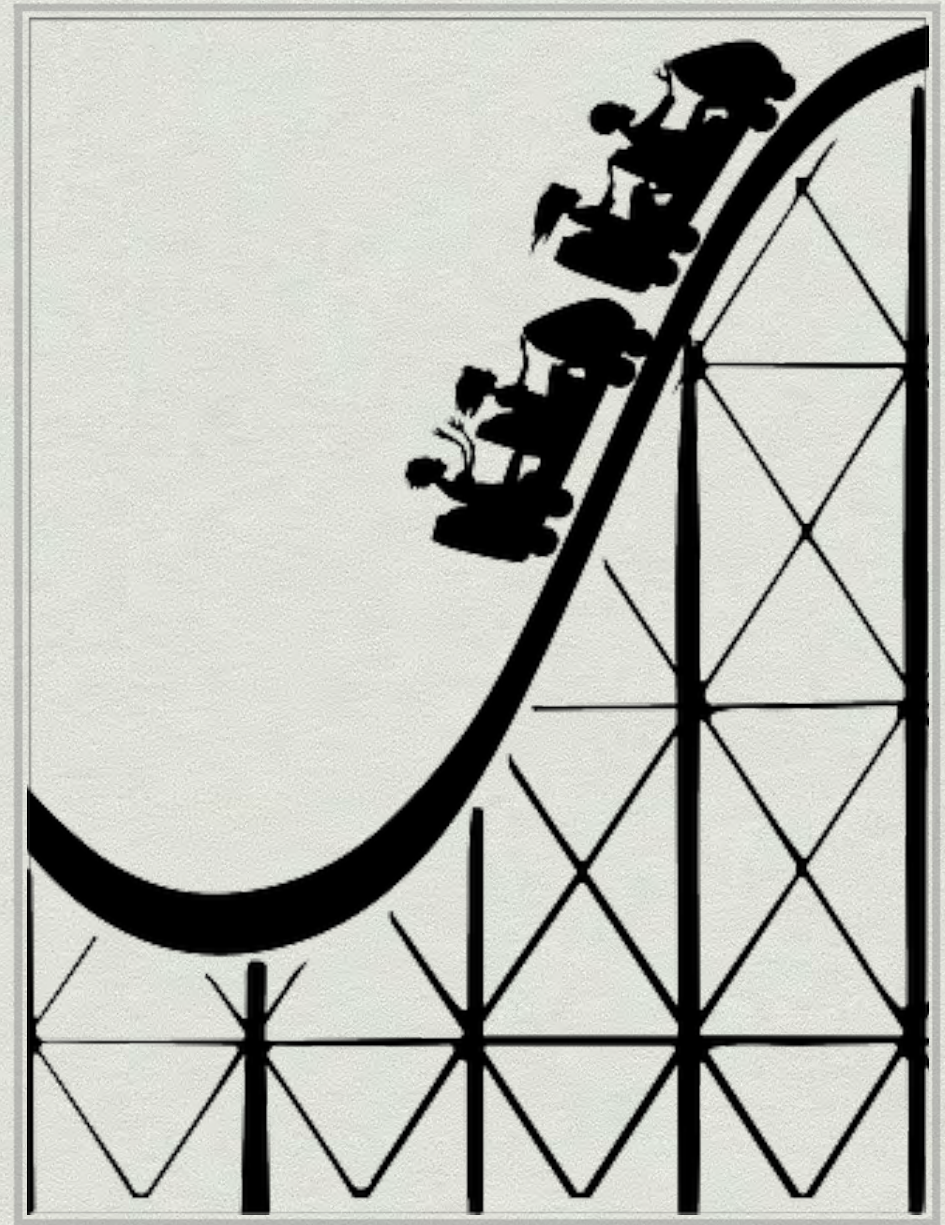
GIVING FEEDBACK - so they understand you

“There is no failure,
only feedback.”

- NLP Presupposition

DAWA: the feedback emotional rollercoaster!

- * **DENIAL**
- * **ANGER**
- * **WITHDRAWAL**
- * **ACCEPTANCE**



Our Agenda Review:

- * Debriefed homework
- * Active listening skills
- * Presenting ideas and persuading others
- * Help dealing with difficult people, giving feedback

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