

Mastering the Message: How to Lead and Inspire Through Effective Communication

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Leadership.....Identity.....Communication

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Leading with Confidence

Develop Emotional Intelligence
Emotional intelligence is crucial for effective leadership, helping to connect with and inspire others.

Practice Assertive Communication
Communicate with clarity and confidence to establish authority and trust among staff and patients.

Lead by Example
Demonstrate the values and behaviors you wish to see in your team, fostering a culture of excellence.

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Who Are We? Defining Identity and Values

Authentic Leadership
Staff need to see leadership as approachable and relatable — both a leader and a peer.

Reflecting Core Values
Values like empathy, integrity, and professionalism should be evident in every interaction.

Building a Strong Identity
Define and communicate what your practice stands for, creating a shared purpose.

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Defining Your Unique Value Proposition

Clarify What Sets You Apart
Identify the unique qualities that make your practice stand out, such as specialized care, patient-first philosophy, or cutting-edge technology.

Align with Core Values
Ensure your value proposition aligns with your core values and brand promises to maintain consistency in messaging.

Communicate Effectively
Use clear and concise messaging to articulate your unique value to patients and staff.

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Core Values

*Patient First
Integrity Always
Pursue Excellence*



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Brand Promises



Be Committed

Did all your patients receive your best today?

Be Caring

Follow up - positive or negative

Be Trustworthy

Reliable to be honest (full truth)

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What is the key word for Wichita Optometry 2024?

“Effective” Communication



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The Importance of Effective Communication in Healthcare

- **Enhancing Patient Care:** Effective communication reduces errors, improves patient satisfaction, and ensures better outcomes.
- **Building Trust with Staff and Patients:** Open and transparent communication fosters trust, collaboration, and accountability among healthcare professionals and patients.
- **Navigating Complex Healthcare Environments:** Clear communication is critical in high-pressure environments to coordinate care and manage crises efficiently.



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Effective Communication

Multiple modes of communication

Internal

- o Revolution Messages
- o Revolution Tasks
- o Weave Chat
- o Gmail
- o Google Calendar

External

- o Phone (VOIP)
- o Weave Texting
- o Email
- o PHR
- o Weave Fax
- o Hard copy paper



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Creating a Safe Space for Communication



Encouraging Transparency
Promote open dialogue where everyone feels comfortable sharing ideas and concerns without fear of retribution.



Building Accountability
Foster a culture where mistakes are openly discussed and used as learning opportunities, not as a source of blame.






Valuing Authenticity
Create an environment where honesty is encouraged and respected, reducing stress and promoting well-being.

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Regular and Consistent Communication

- Schedule Regular Meetings**
Hold frequent meetings to reiterate core messages, values, and goals, ensuring alignment across the team.
- Reinforce Core Values**
Consistently communicate the practice's core values and brand promises to build a unified culture.
- Promote Ongoing Dialogue**
Encourage continuous feedback and discussion to keep everyone engaged and informed.

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Building Systems for Clear Communication

- Use Technology Effectively**
Leverage digital tools and platforms to facilitate clear, timely communication among staff and with patients.
- Implement Repeatable Processes**
Create standardized communication protocols to minimize confusion and reduce errors.
- Ensure Consistent Messaging**
Develop templates and scripts to ensure all team members communicate uniformly and effectively.








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Enhancing One-on-One Interactions

- Structure Effective Meetings**
Utilize a clear agenda to maximize time and ensure both parties have the opportunity to contribute.
- Balance Listening and Feedback**
Allocate time for listening to concerns, providing feedback, and setting future goals.
- Vision Casting**
Use these interactions to reinforce the organization's mission and inspire long-term commitment.

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Conflict Resolution in Healthcare

- Identify Potential Conflicts Early:** Recognize early signs of conflict among staff, doctors, and patients to address issues proactively.
- Set Clear Expectations:** Clearly communicate roles, responsibilities, and protocols to minimize misunderstandings.
- Utilize Mediation Techniques:** Use structured conflict resolution methods to find mutually beneficial solutions.



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Improving Patient Relations through Communication



- Clear is Kind:** Use direct and straightforward language to avoid misunderstandings and build trust.
- Overcommunicate Proactively:** Take the initiative to clarify information before issues arise to enhance patient satisfaction.
- Set Boundaries Effectively:** Establish clear boundaries with patients to manage expectations and foster mutual respect.



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Reinforcing Core Values and Brand Promises

- Articulate Core Values**
Clearly communicate the values that drive every decision and action within your practice.
- Align Actions with Promises**
Ensure that every interaction reflects your brand promises to build trust and loyalty.
- Consistent Messaging**
Reiterate your core values and promises regularly to keep them top of mind for both staff and patients.

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Conclusion: Driving Excellence through Communication

- **Summarize Key Takeaways:** Effective communication builds trust, enhances patient care, and fosters a collaborative work environment.
- **Commit to Continuous Improvement:** Regularly evaluate and refine communication strategies to adapt to changing needs and expectations.
- **Empower Your Team:** Encourage a culture of open dialogue, respect, and support to drive excellence in all aspects of care.



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