



Welcome

Michigan WIC Program
Client-Centered Webinar Series
Webinar 5: Effective Communication Skills
(with clients and coworkers)

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Guidelines

- ▲ Phones on mute
- ▲ Raise hands
- ▲ Chat box



The Plan

- ▲ Topic area: communicating effectively
- ▲ What messages to communicate? How?
- ▲ Communicating over the phone
- ▲ Communicating with co-workers

I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.

-Maya Angelou

Belief Systems Impact our Communication

- Example: I do everything in my power to help participants receive WIC benefits.



The Messages We Want to Communicate



You are welcome here
I am glad you're here
You are valued
I will help you through the process
I am in your corner

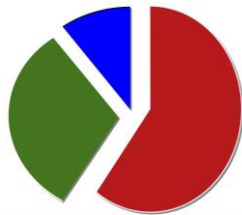


- Communicate respect
- Listen fully
- Compliment / affirm

Respect

- Treat everyone with respect
- Treat the customer with dignity and respect.
- Letting them know they are important and treating them the way I want to be treated.

- Words
- Body Language
- Tone



“We have two ears and one mouth, so we should listen more than we say.”

-Zeno of Citium

The Body Language of Listening

- Undivided attention
- Eye contact
- “Good eye contact. Speak slowly. Smile. Face the client. Take my hands off the computer key board. Listen carefully.”

Listening

- First, listening to what they have to say. Showing them that I'm listening (eye contact, smiling, nodding). This usually gets a reciprocation when it's my turn to share info.
- Listen to the client and ensuring them you understand their problem.
- Effective listening and understanding the client request.
- Pause and listen, then answer. Listen to understand not to answer.

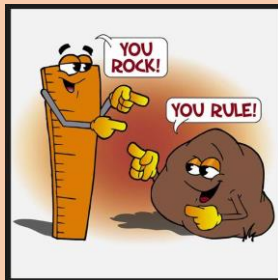
Listening

- Listen carefully
- Let the person tell you what they want to say
- Listen for emotion
- Listen with reflections
- Hold problem solving for the right time

The 10 Foot Rule



Compliments



Affirmations

- Show your appreciation and understanding
- Empower others
- Increase self-responsibility
- Strengthen relationships
- Make you likable
- Communicate your belief in the client's ability and can influence their behavior

Affirmation Examples

Thank you for your patience.

You are one step ahead of the game, all your documents *and* early for your appointment.

You have worked really hard to _____



- Explain the process
- Reduce jargon
- Keep people informed (e.g., wait time)
- Offer future support

Explaining the Process

- Always greeting the client, explain what is about to happen and ask if this is ok.
- Sharing the ins and outs of the program. Answering questions or if I don't know the answer, tell them I'll find out and get back with them. Then actually doing it!



- Cultivating Empathy
- Apologizing

Cultivating Empathy

- Putting yourself in their shoes to understand their perspective.
- You have to understand that things that are not a challenge to you are a challenge to them! you don't know what it took for some of them to get to the appointment. sometimes they just need someone to listen to them.
- Put yourself in their shoes, realize that most of them live day to day.
- I like to let them know I was a previous WIC client. In doing so, I feel it makes them feel like I know where they are coming from and we can relate to each other.

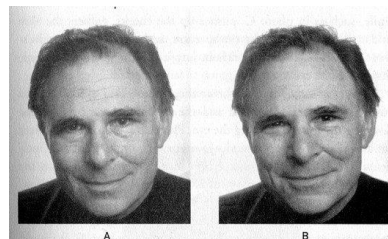
Effective Phone Communication



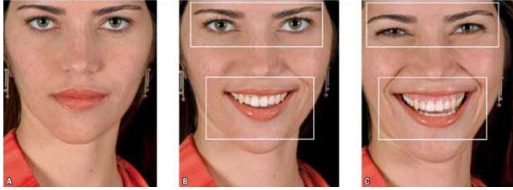
Effective Phone Communication

- Listen to the caller and not being distracted by what's going on around you. Repeat a question or information back to them, affirming you're listening.
- Speaking as clear and calmly as possible.
- Repeating important information and making sure I understand exactly what the client is saying.
- Reflect what they have said. Clarify their question. Ask 'what else can I help you with today?' and/or 'Did I help you get done what you were hoping to get done today?'
- Smile

Effective Phone Communication



The Duchenne Smile



Effective Phone Communication

- Tell them your name
- Positive tone
- Speak clearly
- Watch for filler words
- Avoid WIC speak
- Adjust your language to fit the listener

Effective Phone Communication

- Writing things down
- Eating, drinking, chewing gum
- Use their name
- Finishing the conversation
- Leaving a message and phone number

Communicating with Co-Workers



Body Language / Tone

- Eye contact
- Body language differs from words
- Learn from others
- Tone
- Read the cues

Choosing our Words

- “You should have”, “You could have”
- “I can’t do that”, “That’s impossible”, “That can’t be done”
- “I don’t have time for this right now”, “I don’t have time to talk to you right now”
- “That’s not my job”, “That’s not my problem”
- “I may be wrong but...”, “This may be a dumb question but...”

Poll Question: Reflecting Motivation



“That won’t work”

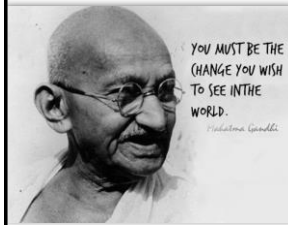
Co-Workers Not Pulling their Weight

- Co-workers not sharing the work evenly. Putting most of the work on others.
- Having more work than others.
- Laziness: “not my job” mentality.

Co-Workers Not Pulling their Weight

- Avoid complaining
- Analyze impact
- Create relationship
- Talk to co-worker
 - When you do this, this happens (lead with facts)
- Talk to supervisor / manager
- Don’t let it impact your attitude

Be the Change

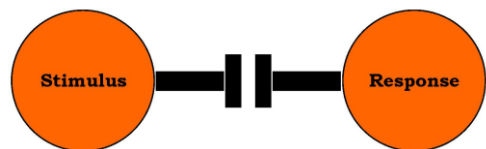


- Build trust
- Be honest
- Be kind
- Be open
- Respect others
- Do your best

Communicating Effectively with Co-Workers

- Be respectful and listen carefully to each other.
- Taking a step back at times.
- Try to be open minded.
- Except everyone’s little traits.
- Always assume good intent first. Listen instead of thinking about what to say next. Don't complain without having a suggestion on how to fix the problem.

Don't Let Emotions Rule You



Between stimulus and response there is a space. In that space is our power to choose our response. – Victor Frankl

Never Stop Growing



Time to Share



- Questions
- Strategies
- Tips

