

Staying Right Side Up When Everything's Upside Down

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**In every customer service interaction
there are two aspects:**

1. The BUSINESS Aspect:
What the person shows up wanting or needing
2. The EMOTIONAL Aspect:
How the person **feels** about the interaction

Remember:

People may not remember what you say
They may not remember what you do
But they will always remember how you make them **feel**

A 2006 Columbia University study determined that the success of 88% of the most profitable companies in America in the preceding 10 years was directly connected to:



**THE
EXCEPTIONAL EXECUTION
OF AN ORDINARY IDEA**



KNOW THE PLAYERS

Human commonalities

- The #1 fear of all people is acceptance
- The #1 need of all people is rejection
- To create fiercely loyal patients who will scream your praises to anyone who will listen, treat people in a way that protects or enhances their self-esteem
- Everyone is driven by the need to look good and be right

In Order to Stay RSU...

Fight the gravitational pull



- As much as 98% of all our behaviors are automatic & unthinking
- We are wired to keep on doing what we have always done
- Changing any ineffective automatic behavior requires conscious work

Step one:

List 1 habit that serves you very well:

List a few of the **benefits** of behaving in this habitual way (in terms of your health, relationships, career, finances, happiness)

Step two:

List 1 habit that doesn't serve you so well:

What is this habit **costing** you? (in terms of your health, relationships, career, finances, happiness)



Action idea: Get yourself a Feedback Buddy

In Order to Stay RSU...

Be Flexible and Open-minded



- Suspend your preconceived ideas (about what you can and cannot do)
- Challenge your assumptions (about what is possible)



Action idea: Each week do ONE thing that pushes you past your Comfort Zone just a little.

In order to Stay RSU...

Harness the Power of the SFP



**“Anytime you think the problem is out there, that *thought* is the problem.”
Dr. Stephen R. Covey**

Psychological Principle at Play:

What you name the THING, the THING tends to become!

How it works:

- “X” happens
- You interpret “X”
- Your interpretation begins to work on you EMOTIONALLY
- Your EMOTIONS impact how you behave
- Your BEHAVIOR gets you certain results



Action idea: Use the STOP TECHNIQUE

**Notice
Stop
Replace**



In Order to Stay RSU...

Create a Culture of HAPPINESS!

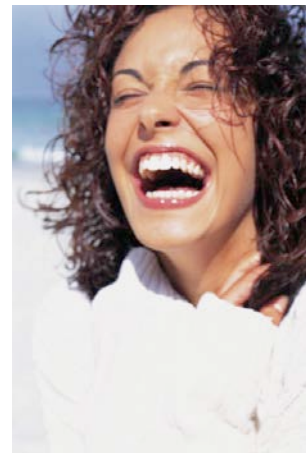
“He who is happy makes others happy, too.”

Mark Twain

Benefits of happiness

Happy people...

- Are healthier
- Have a stronger immune system
- Catch fewer infectious diseases
- Have better health habits
- Miss less work
- Are more creative
- May actually live longer
- Do better in school, at work and on the playing field
- Exceed the predictions of aptitude tests
- Are more resilient
- Have stronger, healthier relationships
- We like them!
- We want to do business with them!



How to Maximize the Benefits of Happiness

1. READ things that make you happy
2. Listen to music that makes you happy
3. Watch television & movies that make you happy
4. Take a daily 5-7 minute GRATITUDE SHOWER
5. Surround yourself around with happy people
6. **Create** happy people
 - SMILE -
 - Use Flying EYEBROWS!



How will creating a culture of happiness show up in your office?

- Everyone INSTANTLY greeting every single person who walks through the door with a smile and flying eyebrows
- Creating really HAPPY emotional stimuli in your office (smells, sounds, visuals, textures, tastes)
- Listening actively and empathetically
- Reading and acknowledging patient's nonverbal messages
- Staff supporting and smiling at each other!
- Walking - not rushing
- Thinking "relationship building" - and interacting with patients accordingly
- Creating MAXIMUM comfort (neck pillows, feet warmers, COZY blankets, warm wash cloths)
- Playing "patient" for a day
- Welcome cards
- Thank you cards
- "You're AWESOME" cards
-



In Order to Stay RSU... Communicate Brilliantly

"The level of success that you experience in life, the happiness, joy, love, external rewards and impact that you create are the direct result of how you communicate to yourself and to others. The quality of your life is the quality of your communications."

Anthony Robbins

The fundamentals of effective communication:

1. Everything communicates
2. The meaning of any piece of communication resides only in what the RECIEVER it to mean, regardless of the SENDER'S intention.
3. Masterful communicators take responsibility on BOTH sides of the communication model.



Words that DON'T work:

“If you’ll just calm down...”
“Please be reasonable”
“If you’ll just listen to me”
“OK. Just relax”
“There’s nothing to be that upset about”
“It’s not that bad”
ANY words with an exasperating, frustrated, annoyed tone.



Words that DO work:

“I understand”
“I’m sure I’d feel the same way if I was in your place”
“I know this is extremely frustrating”
“I see your problem”
“I’m so sorry about this”
“How can I help?”



Use FEEL, FELT, FOUND to disagree

“I know how you *FEEL*.
I (others) have *FELT* the same way.
Let me show you what I (we) *FOUND*...”



When you have to say “no...”

Make certain the person totally understands that you sincerely REGRET having to decline their request.



Be an AMAZING listener

- Eliminate distractions
- Give the person your eyeballs
- Feed back (verbally and nonverbally) what your patient is saying - verbally and nonverbally
 - “*Sounds* like you are a little worried about this...”
 - “*Looks* like you’re really excited about this...”
 - “Tell more about that...”

In Order to Stay RSU... Be Unflappable

Fix it!



Reframe it!



Move the heck on!



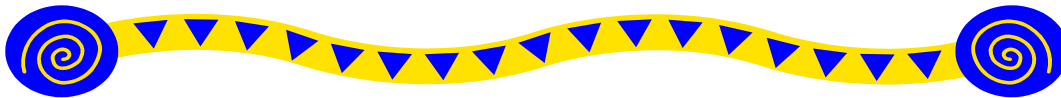
In Order to Stay RSU...

Always Find the Funny!!!



*"If you ever hear yourself say,
'Someday I'll laugh about this,' then
why not get a jump start on things?
Go ahead and laugh now!"*

My best take-aways from this session:



Suggested Resources:

AADOM Insights
Influence, Robert Cialdini
Blink, Malcolm Gladwell
www.goaskfred.com
Be Our Guest, The Disney Institute w/Theodore Kinni
True Power, Linda Larsen
12 Secrets to High Self Esteem, Linda Larsen
Positive Psychology, Christopher Peterson



www.lindalarsen.com



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