

**Practice Management Nugget ©
Webinar Learning Guide**

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**Communication Tactics for Effective And Efficient Communication For
Every Setting And Occasion**

1. Lauren's #1 tip for healthcare providers and practice managers about communicating effectively and efficiently?

Understand your audiences' world view before communicating with them. Understand their context and how they see things.

2. Learning Point 1: Don't try to make your audience understand you – figure out how you can adapt your message to their worldview instead.

Example:

3. Learning Point 2: Have a specific goal for each conversation or communication, and keep the conversation working towards the achievement or resolution of that goal (aka: stay on track!!)

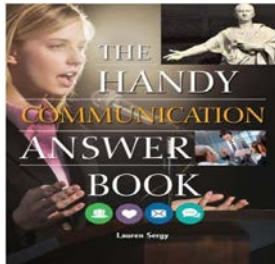
Example:

4. Learning Point 3: Figure out the argument that will best appeal to your audience – Logic (logos), Character (ethos), or Emotion (pathos)

Example:

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5. Benefits of effective and efficient communication
 - 1.
 - 2.
 - 3.



The Handy Communication Answer Book is now available on Amazon.ca

www.InformationManagers.ca/Handy-Communication-Answer-Book

Keep in touch with Lauren - Get the blog Up Front Communications
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