

The background is a dark blue gradient. In the corners, there are decorative white circuit-like lines with small circles at the ends, resembling a network or data flow diagram.

# *Better Client Communication*

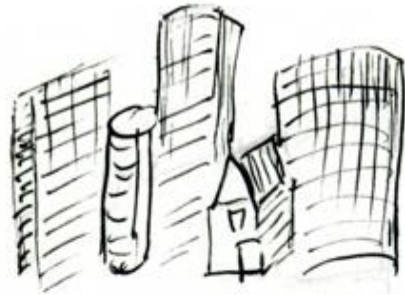
Presented by James Smith

# Four Communications Tools:

1. Transactional Model of Communication
  - Understanding “*FRAME*” and “*NOISE*”
2. Know the “*BEST*” Communication Channels
3. Understand “*CONFLICT*” – origins and *exits!*
4. ABC’s of emotions (“*NOISE*”) – The CBT Model

# Presentation Method:

Abstract  
buildings



houses

detached  
houses

Henrietta's  
house



Concrete

- *Abstraction Ladder*
- *Words v. Meanings*
- *Feelings v. Emotions*
- *Apology v. Sorry*
- *All one model*

# Knowledge Needed:

- **Goals:** Moving clients from ANGRY to Calm
- **How:** Understanding Criticism/Anger Cycle
- **Value:** Build & give confidence at *every touch*
- **Relational Decay / Growth process**
- **Hierarchy of “Emotional Being” = the frame!**

# Communications Principles:

1. Responsibility is on the *speaker*.
2. When you can't communicate, ***stop!!***
3. This only guarantees that you will be "*clear;*" not that you will get what you "*want.*"

# Defusing Verbal Criticism:

## 1. Four basic responses:

- *Withdraw, Rationalize, Counter-Attack; Listen Calmly*

## 2. Next: Agree with *Truth*

- *Agree to the problem and agree to “talk & listen”*
- *Give confidence!!!*

## 3. Survive the talk:

- *Remain calm – it is NOT about YOU*
- *Show you are listening – show respect!*

# Relationship Growth / Decay:

- **Growth:**

1. Know the client; how they see the world
2. Responding to cues (for approval / connection)
3. Showing admiration / appreciation

- **Decay:**

1. **Criticism** – focus only on negative w/o balance
2. **Defensiveness** – reactive only; not listening
3. **Stonewalling** – not reacting, shutting down
4. **Contempt** – loss of respect; “LESS” than you

# Hierarchy of *Emotional Being*: 8

- *Embracement - visceral*
- Appreciation – emotional
- Acknowledgement – intellectual
- **NEUTRALITY**
- Mistrust - intellectual
- Distain – emotional
- *HATE – visceral*



# Three *MAGIC* Keys:

1. Gratitude

2. Appreciation

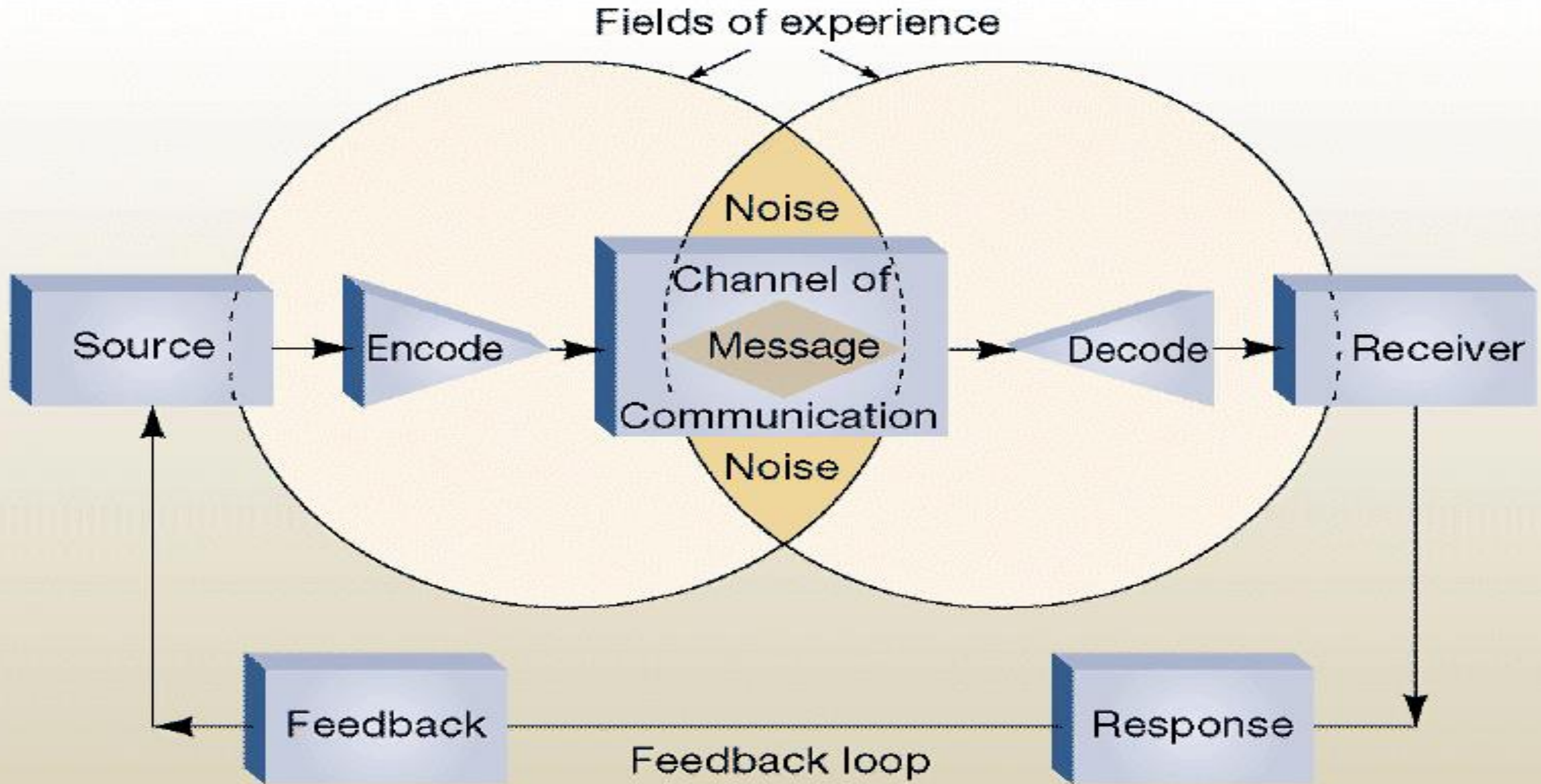
3. Acknowledgement

*...and 3 Magic words!?*

# ***Tool #1:***

**What Does a**  
**Communication**  
**Transaction**  
**Look Like?**

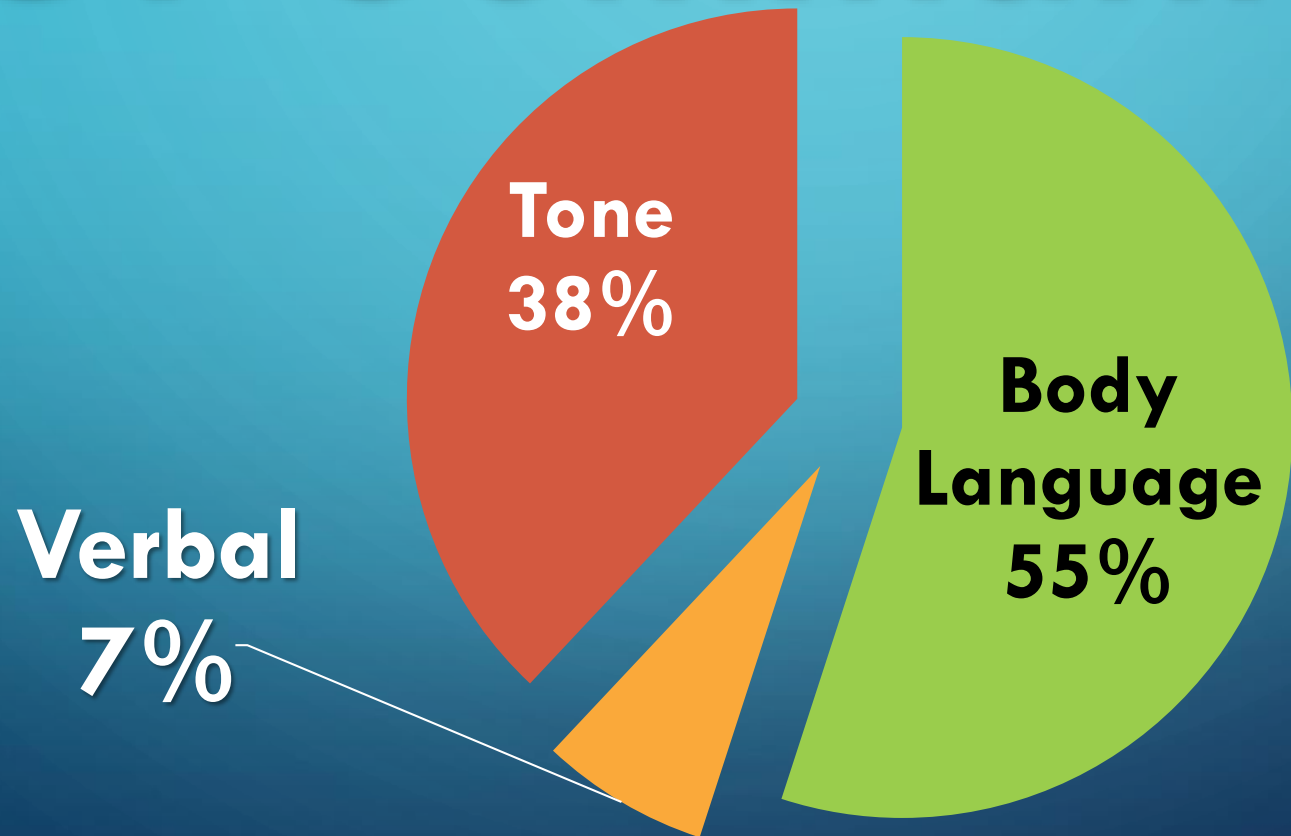
# Communication Process 1



**What does it mean to  
have a “*Common  
Frame of  
Reference*”?**

# Tool #2:

# BEST Communication?



\* Based on research by Albert Mehrabian, Ph.D., Professor Emeritus, UCLA.

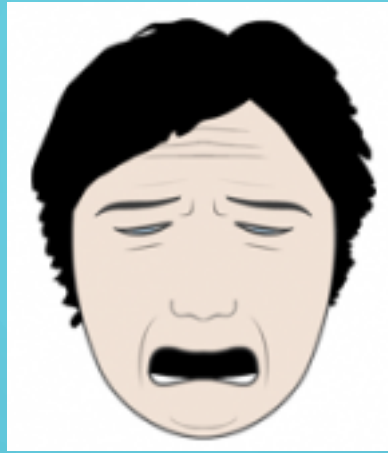
## ***Tool #3:***

**What is the relationship  
between  
*EXPECTATIONS*  
and *CONFLICT?*...**

# What Will Conflict Look Like?...



***HAPPY***



***SAD***



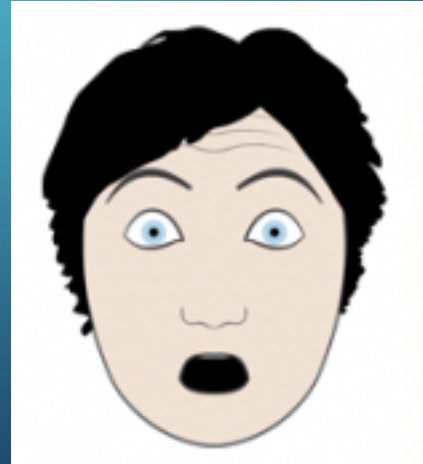
***MAD***



***AFRAID***



***ASHAMED***



***CONFUSED***



# ***Tool #4:***

## **ABC's of Emotions**

- **A = “*Activating Event*”**
- **B = “*Belief*” relative to that event**
- **C = “*Caused*” emotive response**
- **D = “*Discarding...*” irrational beliefs**

**...Gives us the power to control our emotions!**

Do you see the  
“*NOISE*” in the  
Communication  
Process?

# KEY TAKAWAYS:

- **Active Listening ( = feedback loop )**
- **Email, phone, in-person,... 55/38/7**
- **“*Manage the Gap*” between expectations and reality**
- **Listen for the nature of conflict, to understand what issue to address, and how**

***“And those who were seen dancing, were thought to be crazy, by those who could not hear the music.”*** – Friedrich Nietzsche

**James Smith:**

[jmosmith11@gmail.com](mailto:jmosmith11@gmail.com)



@jmosmith