The Power of Influence
Michael Grinder, Michael Grinder Associates
Teleclass broadcast sponsored by GOJO (www.gojo.com)

Circles of Humanness

Broadcast live from IPAC Canada 2015 conference www.ipac-canada.org
A Webber Training Teleclass
www.webbertraining.com
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Doctor "...have X"

Authority + "-" w/eye contact

Doctor

Patient

Authority + "-" w/o eye contact

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2-Point Communication

1. X-Ray

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“+” Content  →  2 Point

“-” Content  →  3 Point

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Old way of self-talk

New way of self-talk

Old way of self-talk

“I am dyslexic”
“I am an asthmatic”
“I am ADHD”

New way of self-talk

“I have dyslexia”
“I experience asthma”
“I have ADHD symptoms”

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Feedback

1. Have the paper in front of the patient
2. Sit with your dominant hand closest to the patient
3. Coordinate your eyes and hand when transitioning from eye contact to looking at the paper

Feedback

4. When looking at the patient, use a friendly, approachable voice.
5. When looking at the paper, use a more business-like, credible voice
6. Pause when looking at the paper
7. Offer assistance

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The Power of Influence

We are inadvertently in love with the Influence of Power

We need to be in love with the Power of Influence