

Developing Better Communication Skills And Focusing On Team Building

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- Topic of the seminar:
- **CLINICAL EFFECTIVENESS**

Clinical Effectiveness:

○ “The application of the best knowledge, derived from research, experience and patient preferences to achieve optimum processes and outcomes of care for patients.”

(Promoting Clinical Effectiveness, DoH 1996).

○ the ability of a procedure or treatment to achieve the desired result.

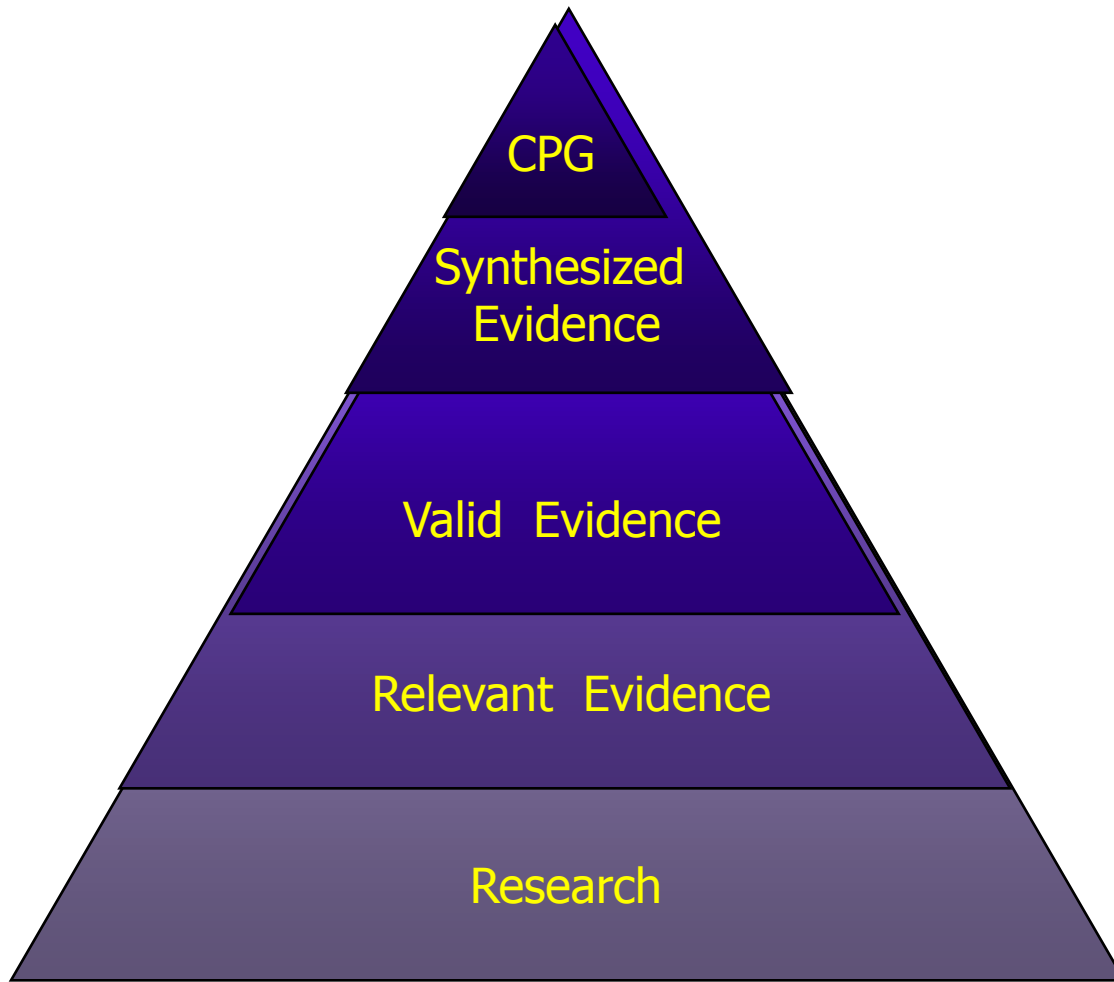
(medical-glossary)

○ How well a drug, treatment or package of care works to produce good outcomes for patients.

(NHS-Wirral)

Sessions:

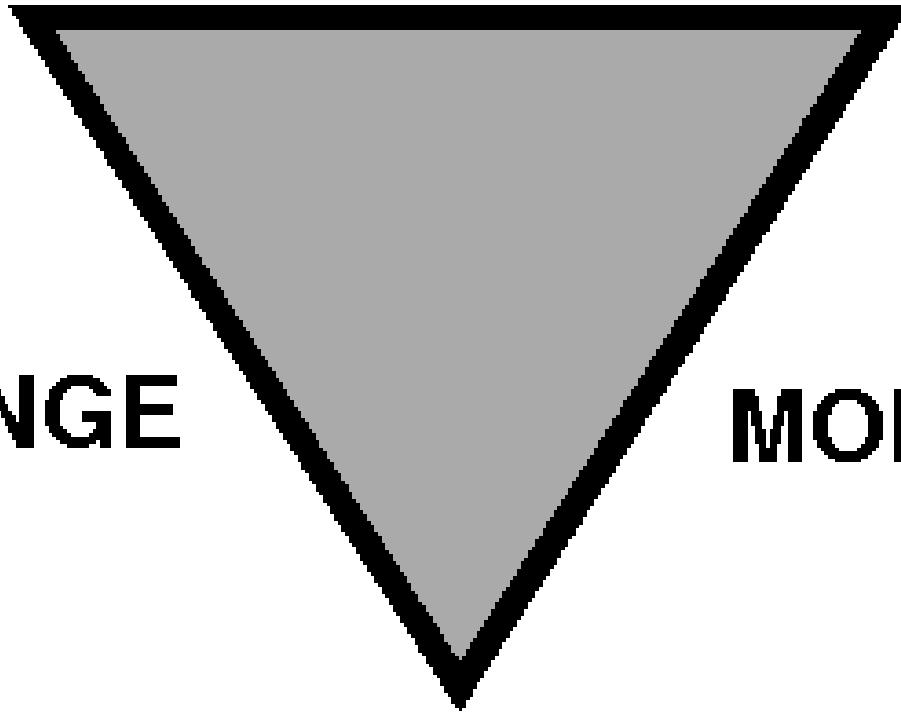
- Managing Clinical Effectiveness
- Using An Evidence Based Approach To Clinical Governance
- Develop A Framework To Move Towards Patient Safety
- Clinical Audit And Multi-Source Feedback As A Clinical Performance Indicator
- The Need For Clinical Standards
- Patient Centered Care



Promoting Clinical Effectiveness

1996

INFORM



CHANGE

MONITOR

What is communication?

What do you think communication is? How would you define it? •



Take a few moments to write down some of your thoughts...

Communication

- Communication is defined as the interchange of thoughts or opinions through **shared symbols**; e.g. language, words, phrases
-

Shared symbols

- Someone from another department calls. He needs some detailed information asap; but you are already rather busy.
- *In this situation, you might interpret “asap” as “when I have finished all of my own work and have a chance to get to it. It might be tomorrow or the next day.”*

Shared symbols

- A coworker comes to you for help with an assignment. She needs you asap; but you have another job to finish before lunch.
- *In this situation, you might interpret “asap” as “after I have finished my own work, I will help out after lunch”.*

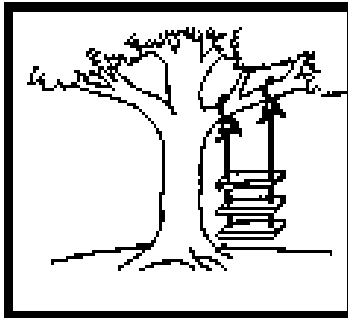
Shared symbols

- Your immediate supervisor, whom you like to please, asks you to type a memo for her asap; but you already have a stack of other jobs to finish.
- *In this situation, you might interpret “asap” as “I’ll do this now and finish my other work afterwards”.*

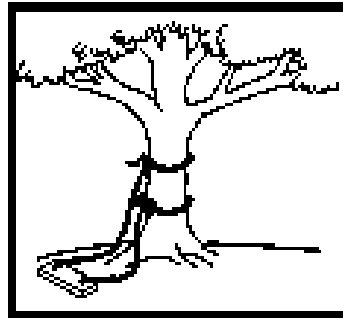
Shared symbols

- In the previous examples, we've seen the meaning of "asap" change from "in a few days" to "immediately".
- Many other words and phrases are also vague and have different meanings for different people.
- Shared symbols are not always completely shared. The message intended is not always the message received.

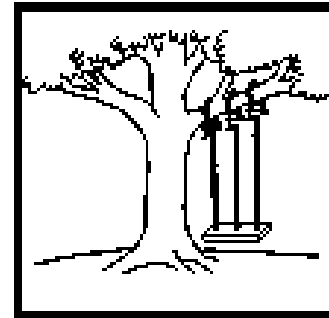
Missed communication



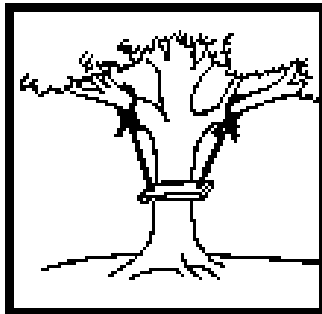
As the Manager Requested it.



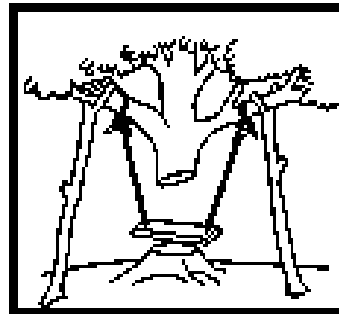
As Purchasing ordered it.



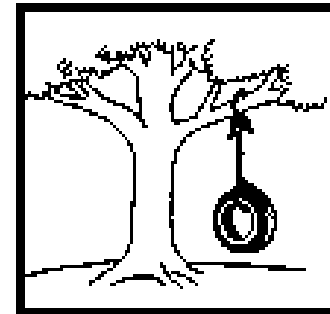
As Marketing wrote it up.



As the Art Dept. designed it.



As the Supervisor implemented it.



What the Employee really wanted!

Sharing your ideas

- Why and when is it necessary to share your ideas?

Take a few moments to write down some of your thoughts... ..



Share your ideas to...

- State an opinion or position
- Give instructions or directions
- Announce a change
- Make presentations
- Participate in meetings
- Give information in emergencies
- Communicate the organizational mission, vision, and values
- and other ideas you may have thought of

Obstacles to sharing ideas

- What can make sharing ideas difficult?

Take a few moments to write down some of your thoughts...



Obstacles to sharing ideas...

- Your own shyness
- Fear of rejection
- Peer pressure
- Unorganized thinking
- Others possibly becoming defensive
- Physical disabilities (impaired sight, hearing, speech)
- Having to deal with aggressive people
- and others you may have thought of

SHARE your ideas – a model

- State the main point of your message
- Highlight other important points
- Assure the receiver's understanding
- React to how the receiver responds
- Emphasize/summarize your main ideas

Getting good information

- Why is it necessary to get good information from others?

Take a few moments to write down some of your thoughts...



Get good information to...

- Find out facts and details
- Get directions or instructions
- Try to understand another's point of view
- Help someone solve a problem
- Resolve a team conflict
- Solve work problems
- and other ideas you may have thought of

Obstacles to getting good information

- What can make getting good information difficult?

Take a few moments to write down some of your thoughts...



Obstacles to getting good information

- Lack of trust
- Assuming you already know it all
- Jumping to conclusions
- Not valuing diverse opinions
- Weak reading skills
- Weak listening skills
- Weak questioning skills
- and other ideas you may have thought of

The power of listening

“Nature gave us one tongue and two ears so we could hear twice as much as we speak.”

Epictetus (55 AD - 135 AD)

Roman (Greek-born) slave & Stoic philosopher

Listen actively

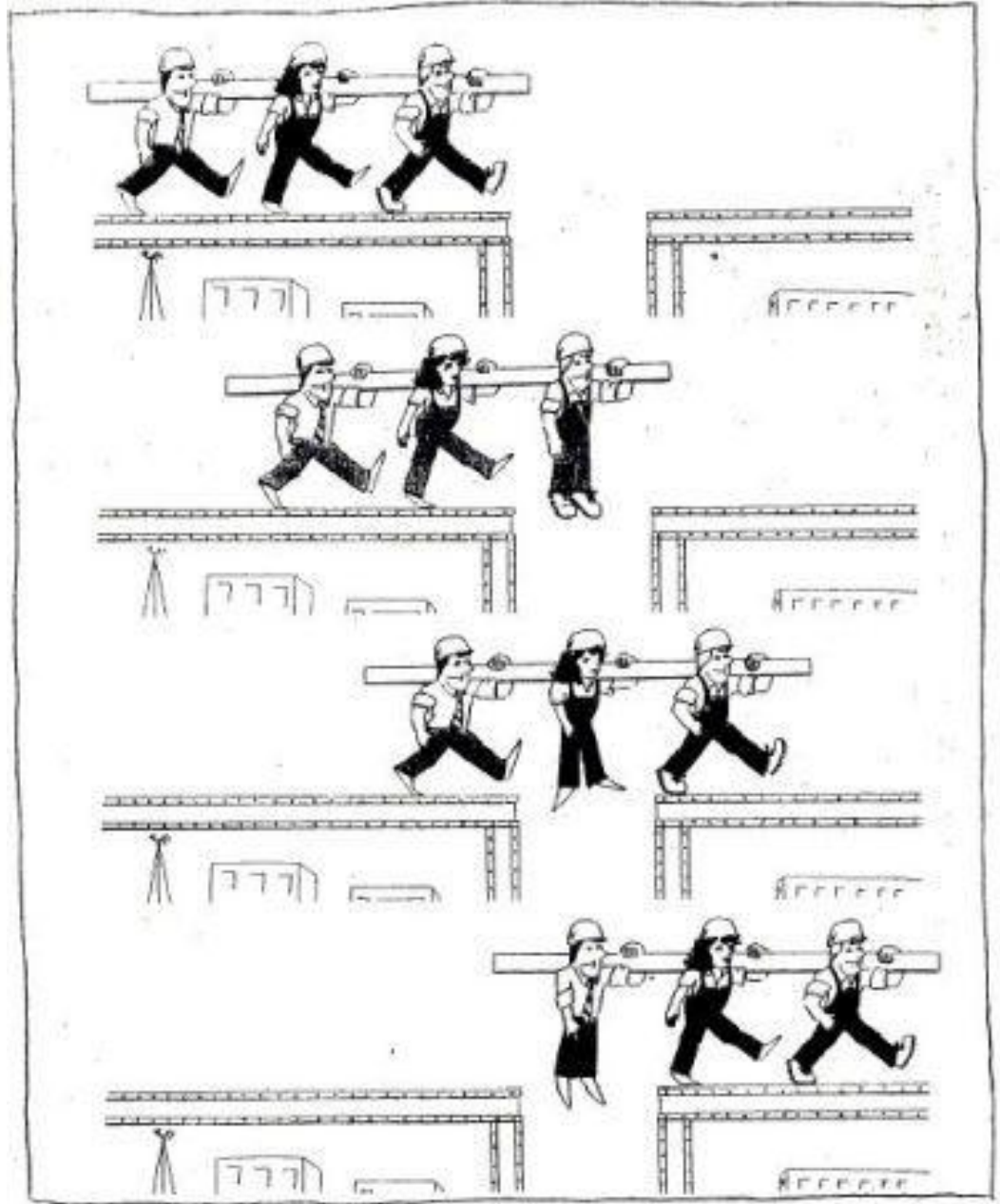
- **Prepare to listen** by focusing on the speaker
- **Control and eliminate distractions** so that you can focus on the message. Don't do anything else (writing, reading, email) but listen
- **Establish appropriate eye contact** to show interest
- **See listening as an opportunity** to get information, share another's views, and broaden your own knowledge

Listen actively

- **Create a need to listen** by thinking about what you can learn from the speaker
- **Set aside the time to listen** so that you won't feel rushed or become distracted by other responsibilities
- **Don't prejudge the message** based on who is delivering it. Focus instead on the content of the message.
- **Monitor the way you listen** by asking yourself questions such as "Did I really pay attention or was I thinking about what I was going to say next"? "Was there information I missed because I allowed myself to become distracted"?

Teamwork-Team building





Effective communication for teams

- *Have an inspired vision*
- People want to belong to something big.



- **SURROUND YOURSELF WITH PEOPLE WHO CAN LISTEN - BE INSPIRED**
- For a leader, there's no more frustrating experience than surrounding yourself with negative people, or people who are fundamentally incapable of getting behind or promoting your vision.

"First who, Then What."



- **COMMUNICATE THE VISION - TEACHING OTHERS TO SEE WHAT YOU SEE**
- The right people will want to learn more about how to be successful attaining their goals.
- Establishing healthy communication is the keystone of building a culture of teamwork.

Remember that the most effective team leaders build their relationships of trust and loyalty, rather than fear or the power of their positions.

Steps to Building an Effective Team

- **Consider each member's ideas as valuable.**
Remember that there is no such thing as a stupid idea.
- **Be aware of members' unspoken feelings.**
- **Be clear when communicating.**
- **Encourage trust and cooperation among employees on your team.**

- **Encourage team members to share information.** Emphasize the importance of each team member's contribution and demonstrate how all of their jobs operate together to move the entire team closer to its goal.
- **Delegate problem-solving tasks to the team.** Let the team work on creative solutions together.

- **Make sure that you have a clear idea of what you need to accomplish;** that you know what your standards for success are going to be; that you have established clear time frames; and that team members understand their responsibilities.

- **Set ground rules for the team.**
- **Establish a method for arriving at a consensus.**
- **Encourage listening and brainstorming.**

Teamwork



“ Not finance. Not strategy. Not technology. It is teamwork that remains the ultimate competitive advantage, both because it is so powerful and so rare. ”

--Patrick Lencioni

"The 5 Dysfunctions of the Team":

ANGRY BIRDS
WITH SPECIAL ABILITIES



chillingo

Successful teams

- People with good communication skills in a team use :
 - active listening
 - positive reinforcement techniques
 - understand personality dynamics
 - Understand patterns and habits of others.
- Successful teams manage conflict quickly and fairly, and work well with others from diverse cultures.



TEAMWORK

Share Victory. Share Defeat.

There is no "I" in "TEAM"

