



how to  
**in connect**  
**Healthcare**  
*in 90 seconds or less™*



Leader's Guide  
**PREVIEW**

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## HOW TO CONNECT IN HEALTHCARE *in 90 seconds or less*

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Learn what sign to look for that may lead to dangerous behavior as well as how to avoid potentially violent situations at work and while traveling.

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Leader's Guide

# Contents

This Leader’s Guide is an easy-to-use guide that will help prepare you for your training meeting. It is divided into the following sections:

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# Introduction

We are born to connect with one another. Many new parents, exhausted by and feeling anxious about their new role, are exhilarated by their newborn's first smile. They respond enthusiastically to their infant and are rewarded with another toothless grin. Finally, a connection! We desire human connections. We need relationships. To understand that is to recognize one of life's simplest truths: we need connections because they make our life rich and full.

It's easy to think about human connections in personal terms. Think of people you've immediately connected with who have become friends. Are those connections based on personality? Shared values? Common interests? Maybe, but not necessarily. Do connections just happen?

According to Nicholas Boothman, we all have the capacity to connect with one another on a human level. Does that mean you can choose your future spouse from a crowd and create a connection that will result in marriage? Of course not. But we all have the capacity to create an immediate human connection that results in trust and rapport, which in the competitive healthcare business can help you maximize every opportunity for success.

If those you serve immediately trust you, you can better focus on their health needs. If a patient's family trusts you, they will trust your opinion and believe in your expertise. If those you work with trust you, you can focus on your job and how to perform well. If, as a new employee, you quickly establish rapport with your co-workers, you will feel part of the group and become more productive sooner. Quite simply, a connection with those we serve as well as those we work with is important on many levels.

With purpose and intent, Boothman believes anyone—regardless of personality, position, or experience—can connect in the healthcare industry. The good news is that it's as easy as 1-2-3! This Leader's Guide will help you and your

team master the three key steps necessary to create an instant relationship, strengthen communication, and ultimately positively impact your bottom line.

## About Nicholas Boothman

Nicholas Boothman spent 25 years as an international fashion and advertising photographer. He quickly learned that creating a human connection based on trust was the most effective way to get the photograph he desired. Boothman became adept at establishing immediate rapport with the multitude of diverse people who came together—often meeting for the first time—on the set.

After identifying that his professional success depended on the connection he formed with his subjects, he began to observe and study the human behavior of others while working with people around the world. For every person he met who could immediately connect with someone, he met a half dozen who couldn't.

Think about it. We all know someone who can walk into a room full of strangers and work it. In moments, people are laughing and chatting. Then, there are others who keep to themselves or who circulate without making a real connection with anyone. Why is it that some people seem to connect with ease and others don't? It would be simplistic to attribute this difference to personality. While the ability to immediately connect with someone may come easily to a naturally gregarious person, Boothman believes that anybody has the capacity to learn the three key steps necessary to create a connection. And, that connection happens in moments.

In this video training program, and in his book, *How to Connect in Business in 90 Seconds or Less*, Boothman defines the three key steps for creating an instant connection with people:

- 1. Choose an Attractive Attitude**
- 2. Send the Right Signals**
- 3. Get Them Talking and Keep Them Talking**

## **SECTION 1**

# Getting Started

## **About This Program**

This program is for anyone in the healthcare industry who works with others. Perhaps your team works on the front line with patients and immediate rapport will increase the level of patient service you offer. Or maybe your team's success depends on cooperation and effective collaboration with other business units who directly impact the patient or patient's family. Or maybe the employees on your team need to learn how to better connect with one another to increase their effectiveness and reach their high-performing potential. Those you serve and those you work with will benefit from your mastery of the skills outlined in this program.

### ***How to Connect In Healthcare in 90 Seconds or Less***

Whatever your purpose for this meeting, you can feel good about your decision to offer this training, which will benefit you and your team both professionally and personally, while also positively impacting your company's bottom line. The foundation of this training program is the video entitled *How to Connect In Healthcare in 90 Seconds or Less*.

### ***The Key Steps***

Creating an instant connection with someone is as easy as 1-2-3. The specific behaviors necessary to naturally create instant rapport and trust are outlined in the following three key steps:

1. **Choose an Attractive Attitude.** Our attitude is given away by our body language. But the good news is that we can choose our attitude. Leave a negative attitude at the door and wisely select an attitude that is welcoming, enthusiastic, curious or resourceful.
2. **Send the Right Signals.** Again, body language is critical. What you *do* or *don't do* speaks louder than your words. Choose body language that shows you're open, honest and trustworthy. That means:
  - **Look people in the eye and smile**
  - **Point your heart toward them**
  - **Synchronize your posture and pace of speech**
3. **Get Them Talking and Keep Them Talking.** Specifically, that means:
  - **Make a short statement, then**
  - **Ask open questions**
  - **Give feedback with your whole being**

## Your Role

The best way to prepare for your meeting is to watch the video and read this Leader's Guide. Your study of both will help you feel comfortable with the materials. The video and the activities detailed in this guide support the learning; your role is to create an interactive environment in which to promote the learning.

That may seem like a daunting task, but it's actually straightforward, fun and easy to do. This guide will assist you in presenting the material; the information in the following section will give you ideas for creating an interactive session that is welcoming and fun.

## Tips for Conducting a Successful Meeting

Let's go through a few basic training tips.

**Anticipate objections and challenges.** Think about the knowledge and experience of your team. Anticipate any reluctant learners and address their concerns at the start of the meeting. Explain why you think this training will benefit them and the company. Respect what they have to offer and encourage their participation.

**Keep the meeting interactive.** Ask a lot of questions. Encourage discussion. Ask for opinions.

**Ask questions and wait for an answer.** Silence is your friend! Repeat the question if you need to, but try not to answer it. Someone will speak up and offer an answer.

**Encourage participation.** Handle answers and participation with encouragement and courtesy. Repeat the answer if it's right and acknowledge that it's correct. If it's not accurate, say, "Not quite" or offer a gentle "no" and then add "Any other ideas?"

**Say "I don't know" if necessary.** Sometimes a question may surprise or even stump you. Repeat the question and offer it to the class by saying something like "Does anybody have any thoughts on this?" Giving the question to the class gives you a few minutes to think and also uses the knowledge of the class. If somebody has an accurate response, acknowledge it and build on it, if necessary. If the class doesn't know the answer and the extra time hasn't helped you, say simply "I don't know, but I'll find out for you." Then, make sure you do.

**Relax and have fun.** Learning is more effective when it is fun. As the leader, it's your responsibility to encourage participation. Passive learning is boring. Nobody likes to be talked at or lectured. Ask questions and reward the answers. Be creative! Consider the following ideas:

- **Toss a small giveaway such as stickers, bubble gum or candy to employees when they offer an answer.**

- **Put names and ideas up on a flip chart when employees offer a good idea.**
- **Have a mid-meeting stretch.**

**Be yourself.** Putting on a training hat doesn't mean you need to turn into someone else! Remember, you're all in this together. Your enthusiasm for this training will be contagious!

**Follow up.** Your training meeting is only a start. Consider monthly check-ins to talk about connection success stories and to see how everyone is feeling. Tell your employees during the meeting that you will follow up, then do so!

## Preparing for Your Meeting

Prior to the meeting, post an announcement that outlines the learning objectives and details the time and place. Your employees will be better able to learn if they know what to expect. If your employees work in separate locations, you may want to send the announcements. Write your own or use the form provided in the Class Aids section of this guide.

### **Customizing Your Meeting Due to Time Constraints**

The meeting will take you approximately 1½ to 2 hours depending on the size of your group (the more employees you have, the longer the meeting). If you have time constraints, consider the following:

- Give pre-work.** Consider sending a pre-work questionnaire with the Meeting Announcement. Use the Pre-work Questionnaire included in the Class Aids section or create your own. The questions we've included will reduce the time you'll spend discussing why it's important to connect.
- Use a verbal Q & A instead of flip-charting responses.** Instead of flip-charting answers during the discussions of flip charts #5 and #5A and #9 and #9A, verbally discuss the learning points. Flip-charting the responses offers employees a strong visual and adds variety to your meeting; however, limiting your discussion to a verbal Q & A may save you some time.

- Skip the optional key step summary activities.** These activities are quick, energizing, fun and highly effective ways to reinforce the learning. However, if you are bound by time constraints, skip these memory activities.

## ***Organizing Your Thoughts***

### **PRE-MEETING CHECKLIST**

- Reserve meeting space, if necessary.**
- Watch the video.**
- Read the Conducting the Meeting section of this guide.**
- Work through the activities, especially *Activity: A Trip Down Memory Lane* and *Activity: Great, Great, Great!***
- Review the Class Aids section of this guide.**
- Reproduce the Class Aids you're going to use.**
- Post or send meeting announcements.**
- Gather flip-chart pads, markers, masking tape, Post-it pads and paper.**
- Create flip charts, as noted at the end of this section, to reinforce learning points.**
- Get giveaways (candy, gum, inexpensive trinkets, buttons, stickers, etc.) to reinforce learning and add another dimension of fun.**
- Establish a follow-up process to reinforce the learning.**

## ***Setting Up the Room***

If possible, set up the chairs and tables for small groups. Avoid the classroom or U-style set-up because neither is conducive to small-group formations and discussions. If your group is small, consider sitting around a small table.

## Follow-Up

To reinforce learning after your meeting, consider:

- Setting aside the first 5 to 10 minutes of your next meeting to discuss connecting.
- Announce spontaneous floor breaks. Spontaneously schedule 5-minute breaks on the floor with small groups of employees during each shift.

Be creative. You need only 5 to 10 minutes to quickly discuss connecting successes and summarize the key steps again. Use the following discussion ideas:

- The three wall memory visuals and the three key steps
- Connecting success stories
- Results
- How employees are doing:
  - Choosing an attractive attitude
  - Using their trigger memory to do so
  - Noticing eye color
  - Pointing their heart toward those they want to connect with
  - Synchronizing body language
  - Getting their patients and their patients' family members talking and keeping them talking

These quick follow-ups should be fun and encouraging. Remember to praise efforts and thank employees for sharing their thoughts and feelings.

## Flip Charts

Prepare the following flip charts prior to the start of your meeting.

**#1 How do you benefit from quickly connecting in your business?**

**#2 Before your patients accept anything, they have to TRUST you.**

**#3 Fight or Flight**

**#4 Your Human Side, Not Your Medical Side**

**#5 Choose an Attractive Attitude**

**#5A (BLANK PAGE)**

**#6 Attitude Drives Behavior**

**#7** Bored Cranky Impatient Angry  
Welcoming Enthusiastic Curious Resourceful

**#8** When? Where? Who? Sights? Sounds? Feelings?

**#9 Send the Right Signals**

**#9A (BLANK PAGE)**

**#10 Get Them Talking and Keep Them Talking**

**#11** Closed questions:  
Are you? Have you? Do you?

**#12** Open questions:  
Who? What? When? Where? Why? How?

**#13 Can I help you?**

## **SECTION 2**

# Conducting the Meeting

## Introduction

***Welcome your employees. Connect with each employee. In other words, walk the talk:***

- Look them in the eye and smile.
- Make a mental note of eye color.
- Point your heart toward them.

NOTE: Practice what you've learned (and are getting ready to teach). Spend the few minutes before employees arrive repeating your "Great" trigger word.

***Tell them what to expect from the meeting:***

- Approximately 1 to 2 hours (depending on how you customize the program).
- An entertaining video.
- Lively discussion.
- A plan to connect with those you serve and those you serve with.

**ASK**

***Who remembers the learning objectives from the Meeting Announcement?***

Take answers until all learning objectives are summarized as follows. At the end of this meeting, employees will be able to:

- Choose an Attractive Attitude.
- Send the Right Signals.
- Get Them Talking and Keep Them Talking.
- Connect with those we serve in 90 seconds or less.

**SAY**

***I promise you three things while you're here:***

- 1. What you learn today is going to benefit you both professionally and personally.***
- 2. You'll feel more comfortable and confident approaching patients, patients' families, and others you serve or work with.***
- 3. We're going to have a lot of fun.***

***So, let's get started.***

**SAY**

***Before we can connect in healthcare, we need to know who we'd like to better connect with.***

**ASK**

***Who do we serve? Who do we want to better connect with each day?***

Field answers specific to your business. You may have more than one answer. Suggested answers include: Our patients. Our patients' families. Internal customers (other work teams, department heads, remote branches, etc.) Co-workers. Vendors. Sister companies. Other colleagues.

## HOW TO CONNECT IN HEALTHCARE *in 90 seconds or less*

### **SAY**

***Now, let's take a few minutes, in groups, to talk about the benefits of connecting.***

**DIVIDE** employees into groups of four (or pairs, if that works better for your groups).

**DISTRIBUTE** Post-it notes to each group.

**POST** flip chart #1: How do you benefit from quickly connecting in your business?

**TELL** employees to jot down their answers to the posted question and stick their notes to the flip chart.

### **DEBRIEF**

#### **ASK**

***How do you benefit from quickly connecting with those in your business day?***

Review answers and highlight common responses. Suggested answers include:

- Easier to talk with patients and patients' families.
- Positive impact on business.
- Established trust makes it easier to offer information, solutions and care.
- Word-of-mouth referrals.
- Potential for increased patient loyalty.
- Interactions feel more natural.
- More fun at work.
- Stronger influence with co-workers, colleagues, business associates.
- Higher productivity.
- Stronger business relationships.

**SAY**

***We've talked about the benefits of connecting here at work. Let's also talk about how we benefit from quickly connecting with people outside of work.***

**ASK** for a volunteer to help write responses on the flip chart.

**ASK**

***Think of all the people you meet in a day, a week or a year and think about the potential for connecting. Who are those people? For example, your children's new teachers. Who else?***

*Responses: New teachers. All the people you don't know at a party. New neighbors. People at your place of worship. A new boss. New co-workers. The dry cleaners. Your dentist. Someone new who cuts your hair. Parents of your son's new best friend. The other golfers the pro has set you up with.*

***How do you benefit from quickly connecting with all the different people you meet in your daily life?***

*Responses: A quick connection makes everything easier. It takes the pressure off. Instant rapport creates easy conversation.*

NOTE: The purpose of these questions is to help your employees understand that this training can positively impact them both professionally and personally.

**ACTIVITY: THE EYES HAVE IT**

**ASK** for a show of hands.

***How many of you believe that you connect with the people you serve easily—meaning in a moment or two—most of the time?***

***Half of the time?***

***Not sure?***

## **EXPLAIN**

For the next 90 seconds, we're going to connect with one another.

## **SAY**

***I'd like everyone to stand, change tables and select a partner. When I say "Begin" I'd like you to greet one another and connect for a moment. When I say "Time" return to your original seats.***

While employees are connecting, place a blank flip-chart page at each table.

## **DEBRIEF**

On the flip chart page, tell employees to write down their partner's name. Without looking toward their partner, tell employees to write down the color of their partner's eyes. Tell them that if they don't know it or are unsure, to leave the space blank.

Have each table post the flip-chart page on the wall. (Hanging the flip-chart pages gives a strong visual, especially if you have a lot of blank spaces.) Go through each name and ask the employee to share with the group his or her eye color. Confirm responses with the flip-chart answers.

Depending on your outcome, **SAY**

***An important part of connecting is looking the person right in the eye. Noting someone's eye color helps ensure we're really starting to connect. Let's watch the video to find out what else we need to do to connect.***

Or

***Many of you accurately determined your partner's eye color, which is an important part of creating an immediate connection. Let's watch the video to find out what else we need to do to connect.***

### **EXPLAIN**

According to Nicholas Boothman, there are a few easy things we can do to help ensure a quick connection with a customer.

### **SAY**

***As you watch the video, think about three things:***

- 1. The behaviors associated with the three key steps.***
- 2. How you can incorporate these behaviors into your personal style.***
- 3. Why connecting will make your work easier.***

### **PLAY**

Show the group the video.

## **The Importance of Connecting**

**POST** flip chart #2: Before your patients accept anything, they have to TRUST you.

Refer to the flip chart. Focus discussion on your healthcare business and the people you serve.

### **ASK**

***What does that mean?***

*Responses: Trust. A positive first impression. A connection.*

***Why is it so important to connect in the first couple of seconds?***

*Response: That's how long it takes for someone to decide whether to TRUST us or not.*

***What does that mean for us if we are judged that quickly?***

*Responses: They may not give us a chance. They stop listening. They've already dismissed us, making our job that much harder.*

**POST** flip chart #3: Fight or flight

**ASK**

***Who can define the fight or flight response?***

***How does that relate to our healthcare business?***

Ask for a volunteer. Purposefully begin to step into the volunteer's personal space. Continue to do so until you get a reaction.

Ask the volunteer to describe the feelings of fight or flight.

**EXPLAIN**

- Moving into someone's personal space is only one way to unwittingly trigger a fight or flight response.
- There are other triggers too: our verbal approach, our body language.

**ASK**

***In a healthcare industry like ours, the fight or flight response of those we serve is often close to the surface. Why is that?***

*Response: They may arrive already feeling anxious or unsure.*

**ACTIVITY: THINK OF A TIME**

In groups, take a few minutes to talk about a time when you were a patient and you felt the fight or flight response.

**DEBRIEF**

**ASK**

***Who has an example of a time you experienced a fight response as a patient?***

***Did the caregiver or employee do something to make you feel that way or was it based on a previous experience?***

***What happened?***

***Who has an example of a time you experienced a flight response as a patient?***

***Did the caregiver or employee do something to make you feel that way or was it the situation, the unknown?***

***What happened?***

**POST** flip chart #4: Your human side, not your medical side

**SAY**

***That's why making a genuine human connection is so important. In our healthcare business, connection is critical. Your patients want to connect with your human side more than your medical side.***

**ASK**

***Why is that so? Why do the people we serve want to connect with our human side?***

*Response: They can trust our human side.*

**SAY**

***That's what connecting is all about: TRUST. We need them to trust us.***

**ASK**

***What's connecting about?***

*Response: Trust!*

NOTE: To add a dimension of fun and energy to your meeting, periodically repeat this question and reward the first person to yell out the answer "Trust" with a small giveaway or piece of gum or candy.

## **KEY STEP #1**

### **Choose an Attractive Attitude**

#### **SAY**

***Attitudes are infectious.***

#### **ASK**

***What do you think I mean by that?***

***How do you feel when you're around an angry person?***

*Uncomfortable. Not as happy. Unsettled. Angry.*

**ASK** for a show of hands.

***Who believes it's easy for an angry person to set you off?***

***How many of you find you're quicker to anger when you're with someone who is already angry?***

***How do you feel when you're around a happy, cheerful, smiling person?***

#### **SAY**

***You feel good! Attitudes are infectious so let's talk about how to choose an attractive one.***

**POST** flip chart #5 and a blank page for responses (#5A): Choose an Attractive Attitude

**TELL** everyone to close their eyes for a moment and imagine themselves in the following scenario.

- The alarm goes off.***
- You press the snooze button.***
- It wasn't the snooze button, but rather, the off button.***

- You oversleep.***
- Your clothes are wrinkled.***
- The milk you put in your coffee was spoiled.***
- The car doesn't start right away.***
- You're late for work.***
- When you get to work, you realize you forgot to take the dog out before you left the house.***
- You remember your Mom's birthday. It was yesterday.***

**TELL** employees to open their eyes.

**ASK**

***How do you think you'd be feeling by now?***

(Flip-chart responses.)

***What would your attitude be like?***

(Flip-chart responses.)

**ASK** for a show of hands.

***How many of you believe your attitude is a reaction to events?***

***How many of you believe you can choose your reaction?***

***How many of you believe you can choose your attitude?***

**EXPLAIN**

- A reaction is generally without thought. It just happens.
- But, with thought, we can choose how to continue to react.
- We can choose our attitude.

Refer to the feelings and attitudes you've listed on flip chart #5A.

**SAY**

- Here are your feelings, your attitudes after a difficult morning.***
- You can choose whether to continue to be in a foul mood or to let it go.***
- You can choose your attitude.***

**ASK**

***Who believes it's easy to change your attitude? To switch from being in a bad mood to a happy mood?***

NOTE: Address skepticism. Acknowledge that it's not always easy to let go of a bad mood or to change your attitude. But emphasize that making a positive choice is critical to connecting in healthcare.

**ASK**

***Why is choosing your attitude—or changing it—important?***

*Responses: The people you serve want you paying attention to them. They want you to focus on them. They don't care that you had a difficult morning.*

***When you are carrying a negative attitude, where is the attention going? What are you thinking about?***

*Responses: You're thinking about yourself, your problems, what has happened to you or in your life.*

***Who is the focus of an attractive attitude?***

*Responses: Those around you. When your attitude is a positive one, you are focusing outward. On people and things and events around you.*

**POST** flip chart #6: Attitude drives behavior

**ASK**

***Can others see your problems?***

*Response: No.*

**Can they see your attitude?**

*Response: Yes.*

**What do they see?**

*Responses: Your behaviors. Your body language. The things you do and how you do them. The words you say and how you say them.*

**Why is it important to choose an attractive attitude?**

*Response: Because our attitudes drive their behavior.*

**EXPLAIN**

- Attitude drives behavior.
- That's what Nicholas Boothman means when he talks about charming and alarming body language.
- Remember the Attitude Charades in the video?
- Without saying anything, their non-verbal behaviors attracted or repelled.
- For most people, choosing a charming attitude and letting their positive behaviors follow is easier than trying to behave in a friendly way when you're in a bad mood or have a negative attitude.

**ACTIVITY: CHARMING OR ALARMING?**

**POST** flip chart #7:

Bored	Cranky	Impatient	Angry
Welcoming	Enthusiastic	Curious	Resourceful

**EXPLAIN**

- Take a moment to read the list of attitudes posted here.

- Talk within your table groups about the different attitudes and which ones you've most recently exhibited (both charming and alarming).
- Select a charming attitude that best suits your personality and style.
- You'll make a note of the charming attitude you've selected when you start your Connecting Action Plan later in the meeting.

**ASK** for a show of hands.

***Who thinks it's easy to choose a new attitude?***

***Who believes it would take some effort to shake off the negative thoughts about your dog or about forgetting your Mom's birthday?***

### **EXPLAIN**

- After a morning like the one outlined in our scenario, it might be tough to choose a new attitude and put on a sincere and happy face.
- So, we're going to come up with a trigger memory that can help you.

## **ACTIVITY: A TRIP DOWN MEMORY LANE**

**POST** flip chart #8: Where? Who? Sights? Sounds? Feelings?

### **EXPLAIN**

- Think about the charming attitude you selected in the previous activity.
- Now, remember the different times in your life that you have felt that way.
- Choose one specific moment in time when you felt enthusiastic or confident or whatever attitude you've chosen.
- For the next several minutes, I am going to prompt you with specific questions to help you relive your memory.

- After you've recalled the vivid details of your memory, I'll ask you to yell—in your mind—the word “great,” g-r-e-a-t.
- When you've chosen a specific memory, close your eyes.

NOTE: When all of your employees have their eyes closed, say the following in a clear but gentle and relaxing voice. Speak slowly and pause after each question or statement. The questions are not really questions but suggestions: so say them as if they are suggestions.

Your own attitude should be calm and confident. Encourage the imagination of your participants by occasionally saying, “That’s right,” and “Yes.” When you ask them to intensify the feelings later in the exercise you should gradually adjust your own attitude from calm to enthusiastic—but remember, don’t speed up too much, give the person time to take in and relive what they are seeing, hearing and feeling in their mind.

### **SAY**

- While you have your eyes closed, I'm going to talk you through all the details of your specific moment in time so that you can relive the memory and what you saw—what you heard—and what you felt.***
- Let's watch everything happen as if you're watching a movie.***
- Think about where you were.***
- Bring up your surroundings.***
- What do you see? Notice everything.***
  - ***Notice what is close to you.***
  - ***What is off in the distance?***
  - ***Notice the colors you see.***
  - ***Who are you with? Are you alone? Who else is around you?***
- Now, I want you to step into the picture and see out through your own eyes at the time. See what you see.***
  - ***Notice the foreground—the background.***

- Now, bring in the sounds that you heard at the time.***
- Notice what you hear? Where are the sounds coming from? Perhaps there are sounds:***
  - ***In the background?***
  - ***Around you?***
  - ***Or behind you? To your left? Or to your right?***
  - ***What kind of sounds are they? Perhaps you hear music? Or voices? Or nature?***
  - ***Are they harsh? Are they sweet? Are they peaceful?***
  - ***Listen deeply to the quality of each sound.***
- If there are smells or tastes bring them in too.***
- Make those sensations all as real as you possibly can.***
- Now, bring up the feelings on the outside of your body. The external physical sensations.***
  - ***Think about the feel of your clothes. Your shoes. Your belt. Your glasses.***
  - ***Notice what the air feels like? Perhaps it is hot? Or cold? Is there a breeze?***
  - ***Are you sitting or standing on something? What does that feel like?***
- Now, you begin to notice how you feel inside. When you feel this particular, good feeling, notice where you feel these feelings inside.***
  - ***Perhaps in your shoulders or your arms?***
  - ***Your stomach? Your muscles? Your posture?***
  - ***Notice how good you feel.***
  - ***Perhaps the feeling moves around your body getting stronger and stronger.***
  - ***Think deeply about these feelings and how they are a part of you.***
- Make your memory crisper. More vivid. Make it as clear as you can.***
  - ***See what you see.***
  - ***Hear what you hear.***
  - ***Feel what you feel.***

- Now you are going to take these feelings and sensations and make them bigger. You're going to double them now when I say, "Yes." Now "yes," double your feelings, make them bigger, brighter, stronger. And "yes," double them again. Make them intense, they are big bright and strong: pump them up and up and up and when the feelings are as vivid and intense as you can possibly make them you are going to yell out in your mind where no one else can hear it the word "great" g-r-e-a-t three times. Yell it now.***
- Yes, now yell it again, and let the feelings get even more intense and real.***
- And, one more time. That's right.***
- Feel how good this feels. Yes.***

NOTE: Pause here and notice the reactions. When the time is right say in a safe and confident tone:

### **SAY**

- Take your time and when you are ready, come back into the room and open your eyes.***
- Thank you.***

### **ASK**

***How do you feel?***

***Who was able to recall the specifics of their memory?***

***Do you all have a powerful, attractive, charming attitude right now?***

***Who believes you'll be able to trigger your chosen attitude by thinking about this memory?***

NOTE: If you have an employee who feels this won't work for them, explore the problem by asking "how come." If you encounter resistance you can't easily overcome during the class, say something like "I'm sure we can work

this out for you, let's talk after class." Then, talk with the employee individually. It may be that the employee had trouble visualizing or that the employee is resistant for other reasons.

**SAY**

***Visualization is a powerful tool. It has given you a trigger memory to help you connect and ultimately be more successful.***

**ASK**

***Any questions about the first key step of connecting?***

**ACTIVITY: CONNECTING ACTION PLAN**

**DISTRIBUTE** My Connecting Action Plan handout. (See the Class Aids section of this guide.)

**TELL** employees to complete the first section about key step #1. When they're finished, have them set it aside.

**OPTIONAL ACTIVITY: KEY STEP #1 SUMMARY**

NOTE: This is designed to be a quick, fun and energizing way to help your employees remember the key steps. Have fun with it the way it is detailed here, or create your own image. The more exaggerated you make the visual, the easier it will be to remember the information associated with it.

**EXPLAIN**

- We're going to play a quick game to help you remember the key steps.
- We are going to use these three walls for this game.

- I want you all to look at this wall and imagine what I am saying.

**SAY**

- Imagine the most beautiful horse you've ever seen.*
- Some might even call him ATTRACTIVE.*
- Smooth and shiny coat.*
- Flowing black hair.*
- Now, envision it at the starting gate.*
- Watch as it races lap after lap, muscles rippling.*
- It seems to effortlessly glide across the finish line.*
- With its winning ATTITUDE it trots to the winner's circle.*

**ASK**

**What is the picture on the wall?**

*Response: A beautiful horse gliding across the finish line to the winner's circle.*

NOTE: Encourage employees to be as descriptive as possible. Prompt for details and reward answers.

**ASK**

**What is key step #1?**

*Response: Choose an Attractive Attitude.*

**SAY**

**Let's talk about key step #2 next.**

## **KEY STEP #2**

### **Send the Right Signals**

**POST** flip chart #9 and a blank page for responses (#9A): Send the Right Signals

Request a volunteer to write answers on blank flip chart #9A.

#### **ASK**

***Who can tell me the three specific behaviors associated with the second key step: Send the Right Signals?***

*Responses: Look them in the eye and smile. Point your heart toward them. Synchronize with their body language and pace of speech.*

#### **ASK**

***What tips does Nicholas Boothman give us for looking someone right in the eye and smiling?***

*Responses: Make a note of eye color. Repeat the word “great” three times before greeting a customer.*

#### **ASK**

***What do you think of his advice (regarding looking someone in the eye and smiling)?***

NOTE: Encourage discussion about how noticing eye color requires thought and purpose and explore feelings about trigger words. If you have employees who are inhibited or don't want to feel silly, it's important to address their concerns.

Explain that Boothman's advice is essential in any healthcare situation: before talking with a patient's family; before going into an important meeting; before meeting with a new patient; before walking in to your new job, etc. Even when delivering difficult information to a patient, looking them in the eye helps evoke a sense of trust and an initial smile helps the patient connect with you and relax for a moment.

**SAY**

- We created a trigger memory to help us choose a positive attitude.*
- In much the same way, repeating the word “great” over and over helps us prepare for interacting with the people we serve.*
- It’s a quick and easy way to create a genuine smile.*
- Nicholas Boothman, an international fashion and advertising photographer who has worked with people from all walks of life including fashion models, pilots and farmers, and who has had clients like Coca-Cola and Revlon, is telling us something he knows is effective. So, it’s worth a try.*

**SAY**

*Does that mean the word “great” will work for you? Nicholas Boothman believes so and so do I. So, let’s do it again. As loud as you can, let’s hear you say “great” one more time. Okay, great! Now, let’s practice with a partner.*

**ACTIVITY: GREAT, GREAT, GREAT!**

**EXPLAIN**

- Everyone will have a moment to think about the word “great.” Then turn to your partner, look them in the eye and say the word “great”—in as many funny and different ways as you can.
- Next, you will take turns saying it over and over to your partner.
- The goal is to have fun. The more you crack yourself up, the better the trigger word will work for you in the future.

Circulate the room as your employees practice saying “great.” Reward their efforts with giveaways.

## DEBRIEF

### ASK

**What is the purpose of this trigger word?**

*Responses: To make you smile. To get you in a good mood.*

**Why does that make your interaction with someone more real?**

*Responses: If you're smiling and feeling good, you're not faking it. Your smile is genuine.*

### SAY

- We've talked about noting eye color to help ensure eye contact.**
- And, we've practiced saying "great."**
- Next, let's talk about body language.**

## **ACTIVITY: OPEN VS. CLOSED BEHAVIORS**

### SAY

**Now we're going to talk about the second behavior associated with step #2.**

**REFER** to flip chart #9 and #9A.

### EXPLAIN

- You and your partner are going to act out a quick scenario.
- One of you will approach the other who will be the caregiver/employee.
- Anxiously interrupt the caregiver/employee, who is focusing on a task, to ask a question. Caregivers/employees, when you respond, point your heart away as you speak.

NOTE: This activity is quick. Caregivers/employees will feel the significance of the activity in a minute or two. Create a realistic scenario for your employees. If a customer scenario is not realistic, customize the scenario to suit your business.

### DEBRIEF

#### ASK

**How did you feel when your partner—the caregiver/employee—responded to you?**

Responses should be something like:

- Didn't think they cared.
- Felt like they weren't listening.
- Felt like I was interrupting.

**Did the caregivers/employees exhibit any other negative body language, other than not facing you directly?**

Responses: Closed arms. Lack of eye contact.

#### SAY

**Now, it's time to switch roles. This time, we're going to use open body language.**

#### ASK

**So, what will you need to do?**

Response: Point your heart toward your partner.

### DEBRIEF

#### ASK

**How was the scenario this time?**

**Customers, how did you feel when your partner—the caregiver/employee—responded to you?**

Responses should be something like:

- It seemed like they cared.
- Felt like they were really listening.
- Felt more natural.

## ACTIVITY: SYNCHRONIZING

### SAY

**Now we're going to talk about the third behavior associated with step #2.**

**REFER** to flip chart #9 and #9A.

### ASK

**Who remembers from the video what synchronizing with someone's body language means?**

*Response: Matching your rate of speech and body language to the other person.*

### ASK

**Does that mean in high stress or emergency situations you want to match the body language of an emotionally distraught patient or family member?**

*Response: No.*

### SAY

**We're talking about being subtle here. Positioning your body. Matching a laid-back or assertive stance. Rate of speech. Things that you probably do naturally when you're hanging out with friends.**

### EXPLAIN

- You and your partner are going to practice synchronizing your body language to one another.

- Be as subtle as possible.
- You should synchronize with your partner for about a minute. Then, purposefully stop synchronizing. After another minute, synchronize again.
- Then you'll switch roles.
- You may chat about anything.

### **DEBRIEF**

#### **ASK**

***How many of you could tell when your partner was synchronizing with you and when they stopped?***

***How did you feel while your partner was synchronizing with you?***

***How many of you were more at ease in the conversation when you were synchronizing?***

#### **EXPLAIN**

- Now we're going to switch roles, but we're going to actually practice different rates of speech.
- You'll start out with your regular rate of speech, but then you'll switch to either tired or excited.
- Your partner will synchronize with both your regular pattern and the change.

### **DEBRIEF**

#### **ASK**

***How did that go?***

***Did anyone find that their body language automatically changed to match the change in the rate of speech?***

***Did anyone have trouble with this activity? If so, why?***

NOTE: Emphasize that if anyone had trouble with this activity, it's most likely because it's something new. With practice, they'll do it effectively without realizing it.

**EXPLAIN**

- Synchronizing is a form of human flattery.
- We naturally relate easier with people who act like we do.
- That's why it's part of connecting.

**ASK**

***Any questions about the second key step of connecting?***

**ACTIVITY: CONNECTING ACTION PLAN**

**TELL** employees to pull out their action plans and complete the second section about key step #2. When they're finished, have them set it aside.

**SAY**

***We've discussed the specific behaviors of the second key step: Send the Right Signals.***

- Look people in the eye and smile.
- Point your heart toward them.
- Synchronize with their body language and rate of speech.

## OPTIONAL ACTIVITY: KEY STEP #2 SUMMARY

### ASK

**Who remembers our visual for key step #1? (Point to the wall where you created a memory visual for key step #1.)**

*Response: A beautiful horse gliding across the finish line to the winner's circle.*

NOTE: Remember to encourage employees to be as descriptive as possible. Prompt for details. Tell them to yell out their answers to energize the group.

### ASK

**What's the first key step?**

*Response: Choose an Attractive Attitude.*

### SAY

**Okay, now it's time to create a visual for key step #2.**

**Let's look at this wall. (Point to the next wall.)**

**Envision for a moment:**

***A gigantic Volkswagen Beetle. It's shiny blue.***

***And it's sitting at a red light with its RIGHT-turn SIGNAL blinking brightly. Blink. Blink. Blink.***

### ASK

**What's key step #2?**

*Response: Send the Right Signals.*

### SAY

**Yes. Key step #2 is Send the Right Signals.**

**Our gigantic, shiny blue Volkswagen Beetle is sitting at a red light with its RIGHT SIGNAL flashing very brightly. Blink. Blink. Blink.**

- Okay, let's look at the Beetle more closely.**
- There are decals everywhere.**
- All over that shiny bright blue Beetle there are decals of green EYES and big yellow SMILE faces.**
- Let's look inside. There's a flower vase.**
- In it are two yellow flowers. And a balloon.**
- The balloon is a red HEART.**
- Now, let's visualize the rear of the car. There is a bumper sticker of two ballroom dancers. Their motions are so SYNCHRONIZED, it seems like they are dancing right off the car.**

### **ASK**

#### **What is the picture on the wall?**

*Responses: Gigantic Volkswagen Beetle. Green Eyes... Smiles... Heart... Dancers.*

NOTE: Encourage employees to be as descriptive as possible. Prompt for details and reward answers.

### **ASK**

#### **What's the second key step?**

*Response: Send the Right Signals.*

#### **What three things do you need to remember to do to send the right signals?**

*Responses: Look people in the eye and smile. Point your heart toward them. Synchronize with their body language and rate of speech.*

### **ASK**

#### **Now, let's talk about key step #3. But, first, what's connecting about?**

*Response: TRUST!*

### **KEY STEP #3**

## **Get Them Talking and Keep Them Talking**

### **ASK**

**Who remembers from the video how long step #1 and #2 take?**

*Response: 2 seconds.*

**Why only 2 seconds?**

*Response: That's how long people give you before making a snap judgment.*

### **SAY**

- 2 seconds!**
- Step #1 and #2 set you up.**
- If you don't make a good impression in those first 2 seconds, you'll likely lose your opportunity to make a deep, trusting connection.**
- But, if you have an attractive attitude and you've sent the right signals, it's more likely that you'll connect and gain their trust.**

**POST** flip chart #10: Get Them Talking and Keep Them Talking

### **ASK**

**How do you get other people to talk?**

*Response: Ask a question.*

**What kind of questions should you ask?**

*Response: Open questions.*

**Before we begin to talk about open questions however, are there times in the healthcare industry where closed questions that elicit yes and no responses are appropriate?**

*Response: Yes.*

**How did Boothman suggest we ask closed questions?**

*Response: He said “Closed questions can always be softened with respect and a smile.”*

**Now back to open questions. What words usually start open questions?**

*Response: Who, what, when, where, why, how.*

**POST** flip charts #11 (Closed questions: Are you? Have you? Do you?) and #12 (Open questions: Who? What? When? Where? Why? How?).

## ACTIVITY: OPEN VS. CLOSED QUESTIONS

**DISTRIBUTE** the Open vs. Closed Questions handout for this activity. (See the Class Aids section of this guide.)

**TELL** employees to take a few minutes to change the closed questions into open questions.

### DEBRIEF

**READ** the questions aloud and ask for employees to share their answers.

**ASK** for a show of hands.

***Do you think it’s possible for someone to answer an open-ended question as if it were a closed question?***

*Response: Yes.*

### SAY

***In theory, open questions should always result in information.***

***But in the real world, that’s not always the case.***

- Open questions are usually better than closed questions because they give the person the opportunity to open up.**
- But with some people, you'll have to work a little harder even with open questions.**
- Let's look at an example we are all familiar with. You're in a store and a salesperson approaches you and says...**

**POST** flip chart #13: Can I help you?

### **ASK**

**What is our response to this open question?**

*Response: No, I'm just looking.*

**Does anyone have a personal example they'd like to share of where you were given very little information even when you asked open questions? How did you handle it?**

**According to Boothman, what is the best way to start a conversation?**

*Response: Make a short statement and follow with an open question. The easiest way to do this is to make a statement about the occasion or the location.*

**Do you think that a short statement might improve your chances of getting information?**

*Response: Yes.*

### **SAY**

**That's why the first two key steps are so important.**

- If someone already trusts you, they'll open up more easily.**
- A short statement helps create rapport and adds focus.**
- It makes it more likely that your open question will really succeed.**

## ACTIVITY: CONVERSATION STARTERS

Give employees a couple of minutes to work in pairs and develop 2–3 conversation starters that are pertinent to your business. During the summary activity, they will have an opportunity to practice their conversation starters.

**TELL** employees to note their conversation starters—a statement, followed by an open question—on their *Action Plans*.

### EXPLAIN

- You will have a couple of minutes to work with a partner to develop 2–3 conversation starters that are realistic to our business.
- Then everyone will have an opportunity to practice.

### SAY

***Now that you have a couple of conversation starters, you can get them talking.***

### ASK

***But how do you keep someone talking?***

*Response: With feedback.*

- An occasional nod of the head.
- Eye contact.
- Open body language.
- Saying short words of encouragement like “uh-huh” or “okay” or “go on” or “really?” or “you’re kidding!” etc.
- Eliciting additional information with a follow-up question.

NOTE: During your discussion, explain that emphatic or frequent nodding of the head may signal agreement instead of encouragement.

### EXPLAIN

- Keeping someone talking comes down to active listening.

- When you are actively listening you are giving the talker your full attention.
- You're also trying to fully understand what the talker is saying and how the talker feels about it.

**ASK**

***What do you do after you've worked to understand what the person is saying and how the person is feeling about it?***

*Response: You continue the conversation by commenting on what the person said and following up with an additional question.*

**SAY**

***Conversation is like a tennis match. To keep them talking you need to continue to return the ball. When you actively listen, it's easy to follow up on the information offered to you.***

**OPTIONAL ACTIVITY: KEY STEP #3 SUMMARY**

**SAY**

- Okay, now it's time to create a visual for key step #3.***
- Let's look at this wall. (Point to the third wall.)***
- Envision for a moment:***

***A really, really, really large table...***

***There's nothing on top of it except for two toys.***

***They're exactly the same.***

***They're sitting on top of the table.***

***They're wind-up teeth.***

***And they're just sitting there until you wind them up.***

***Then they chatter and chatter and chatter.***

### **ASK**

**What's key step #3?**

*Response: Get Them Talking and Keep Them Talking.*

**What's the visual on the wall?**

*Response: Chattering teeth on a table.*

**What's key step #3 again?**

*Response: Get Them Talking and Keep Them Talking.*

### **SAY**

***Great! Now, let's put it all together and practice what we've learned.***

## Putting it All Together

### **ACTIVITY: LET'S CONNECT**

**TELL** employees they are going to have a couple of minutes to practice connecting.

#### **EXPLAIN**

Employees should:

- Pick a new partner.
- Select one conversation starter.
- Stand.

**TELL** employees that when you say “begin,” they should:

- Think about their chosen attitude (and trigger memory, if necessary).
- Send the Right Signals.

### **ASK**

**What does that mean you should do?**

*Responses: Look the person straight in the eye. Make a note of eye color. Smile. Point our heart toward our partner. Synchronize. Get our partner talking with a short statement and an open question.*

Then, have employees switch roles.

### **DEBRIEF**

#### **SAY**

- I’d like you to take a couple of minutes to discuss some things you did well and some things you could do better as you tried to connect.***
- Use the questions on your action plan to guide your discussion.***
- Then, based on your discussion with your partner, complete the final section of your action plan by answering the two questions.***

## **OPTIONAL WRAP-UP ACTIVITY: SUMMARIZING THE KEY STEPS**

NOTE: This should be quick, energizing and fun. By this time, employees should be shouting out their responses. Remember to encourage employees to be as descriptive as possible and prompt for details. Reward answers with giveaways.

**ASK**

**Who remembers our visual for key step #1? (Point to the wall where you created a memory visual for key step #1.)**

*Response: A beautiful horse gliding across the finish line to the winner's circle.*

**ASK**

**What's the first key step?**

*Response: Choose an Attractive Attitude.*

**What about our visual for key step #2? (Point to the second wall where you created a memory visual for key step #2.)**

*Response: Gigantic Volkswagen Beetle. Green Eyes... Smiles... Heart... Dancers.*

**What's the second key step?**

*Response: Send the Right Signals.*

**And, what are the three things we need to do to make sure we are sending the right signals?**

*Responses: Look people right in the eye and smile. Point your heart at them. Synchronize their posture and pace of speech.*

**What about our visual for key step #3? (Point to the third wall where you created a memory visual for key step #3.)**

*Response: Chattering teeth on top of a table.*

**What's the third key step?**

*Response: Get Them Talking and Keep Them Talking.*

**SECTION 3**

# Class Aids

Meeting Announcement

Pre-work Questionnaire

My Connecting Action Plan

Open vs. Closed Questions

PREVIEW

## Meeting Announcement

Dear \_\_\_\_\_:

As part of our commitment to you and to our business, we are conducting team meetings to discuss how to connect in healthcare by building immediate rapport and gaining trust.

During this meeting we will discuss how you can:

- Benefit from connecting more easily with those you serve as well as those you work with.**
- Choose an Attractive Attitude.**
- Send the Right Signals.**
- Get Them Talking and Keep Them Talking.**
- Connect with ease.**

The details for the meeting you are scheduled to attend are as follows:

**Date:** \_\_\_\_\_

**Time:** \_\_\_\_\_

**Location:** \_\_\_\_\_

## Pre-work Questionnaire

Who are the people you serve?

---

How do you benefit from quickly connecting with them?

---

How do you benefit from quickly connecting with people at work as well as outside of work?

---

Why is it so important to connect in the first couple of minutes?

---

---

What does it mean for us if we are judged that quickly?

---

---

What does the term “fight or flight” mean?

---

---

How is fight or flight particularly relevant to our healthcare business?

---

How can connecting more easily help you professionally?

---

## My Connecting Action Plan

Name: \_\_\_\_\_

Date: \_\_\_\_\_

### ***Key Step #1: Choose an Attractive Attitude***

The charming attitude that suits me best is:

\_\_\_\_\_

My trigger memory about this charming attitude is:

\_\_\_\_\_  
\_\_\_\_\_

### ***Key Step #2: Send the Right Signals***

***Look people in the eye (note eye color) and smile.***

***Point your heart at them.***

***Synchronize with their posture and pace of speech.***

To help me prepare for \_\_\_\_\_  
(my patients, the people I serve, my patient's family, meeting a new business associate, an upcoming meeting, etc.) and send the right signals, I repeat the word "great" over and over. When I repeat the word "great" over and over, I feel:

\_\_\_\_\_

***Key Step #3: Get Them Talking and Keep Them Talking***

My conversation starters are:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

***Putting It All Together***

What did I do well as I tried to connect with my partner?

---

What can I do better next time?

---

PREVIEW

## Open vs. Closed Questions

***Read each question. Rewrite it to change it from a closed question to an open one.***

Have you thought about my suggestions?

---

Do you understand what I've told you?

---

---

Are you ready to make the changes we discussed?

---

Did you follow the plan we set up for you last time?

---

---

Do you have any concerns?

---

Has anything been bothering you since you were last here?

---

---

Are you feeling better?

---

Has any of your personal information changed?

---

Are you currently using product ABC?

---

Have you thought about how you'd like to proceed?

---

---

Did you have to wait long?

---

---

Can you make it in for a follow-up appointment next month?

---

Have your symptoms improved?

---

---

Have you been prescribing our product to your patients?

---

Have your patients been pleased with our product?

---

---

**HOW TO CONNECT IN HEALTHCARE *in 90 seconds or less***

Have you decided on a particular color?

---

---

Have you thought about how our newest product line complements your current offerings?

---

---

PREVIEW

**HOW TO CONNECT IN HEALTHCARE *in 90 seconds or less***



## About the Author

Nicholas Boothman spent the last 25 years studying the ways in which human beings connect. He is a licensed Master Practitioner of Neuro Linguistic Programming, a best selling author and internationally known keynote speaker.

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