

communicate to influence



「when it is important to be
convincing, **9 out of 10**
times we are not.」

「difficult decisions.」

Benefits now – costs later

Feedback not immediate

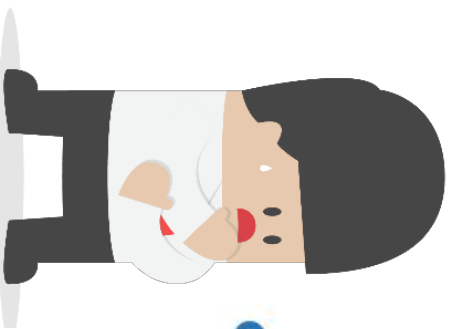
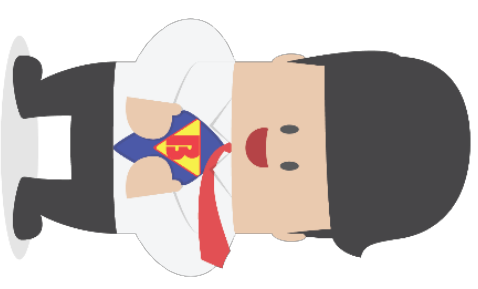
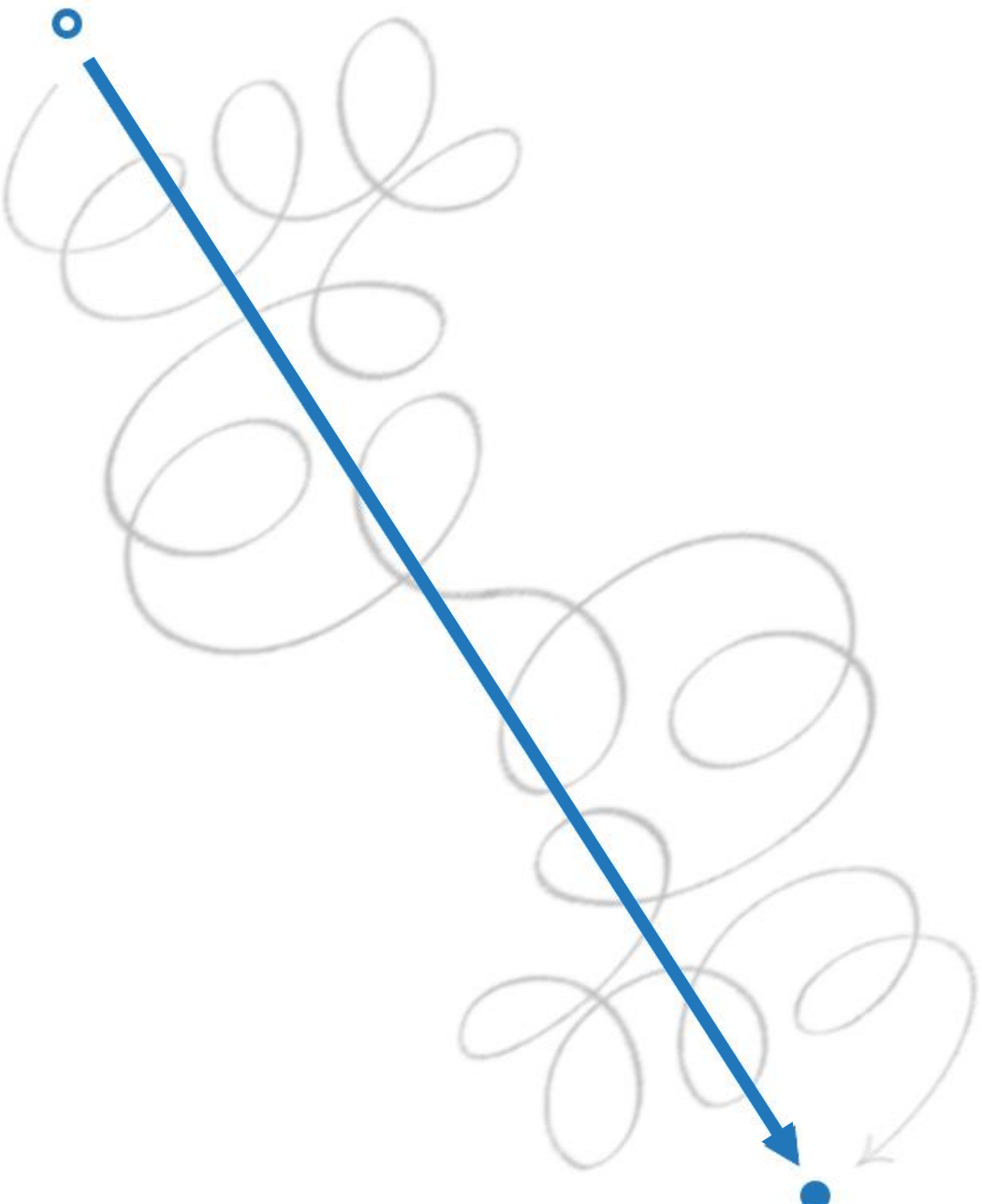
Difficult to imagine the outcome

Inexperienced or make the decision
infrequently

‘nudge theory’



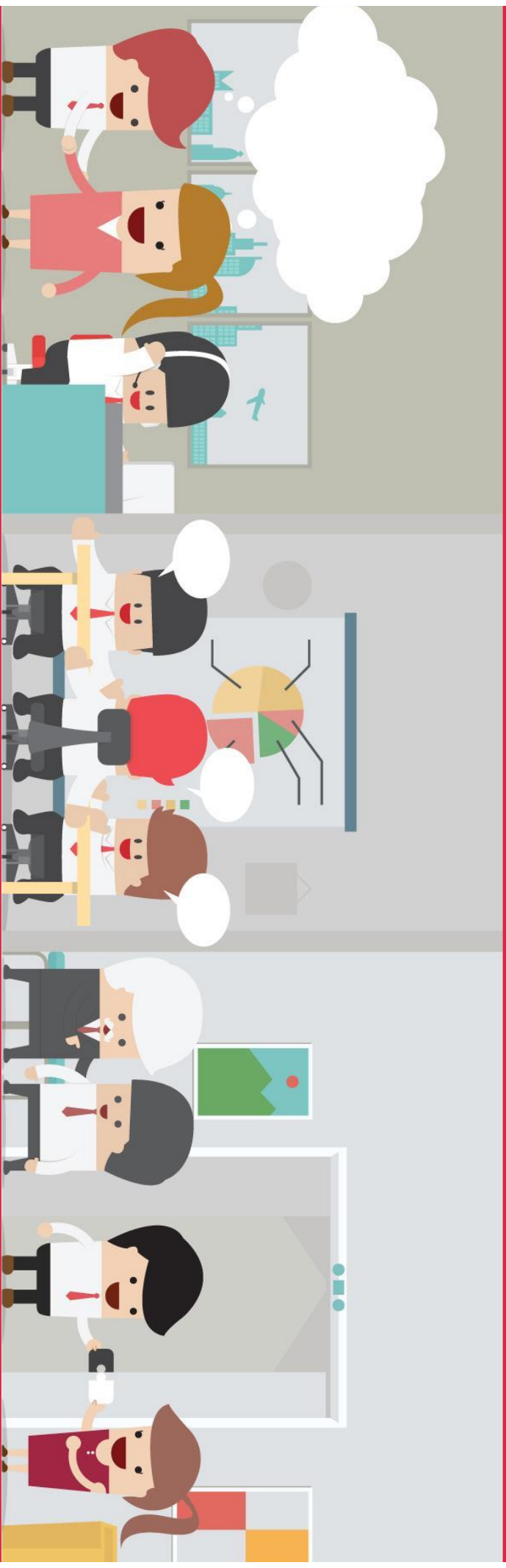
「be the guide.」



「simplify the path.」

**small changes
big impact**





CONNECT

build relationships
fast



LISTEN

stop talking - start listening

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QUESTION

questions transform
results

4

PRAISE

Your potent
superpower



INFLUENCE

Challenge & stay connected

9.

OVERCOME

be prepared &
reduce resistance



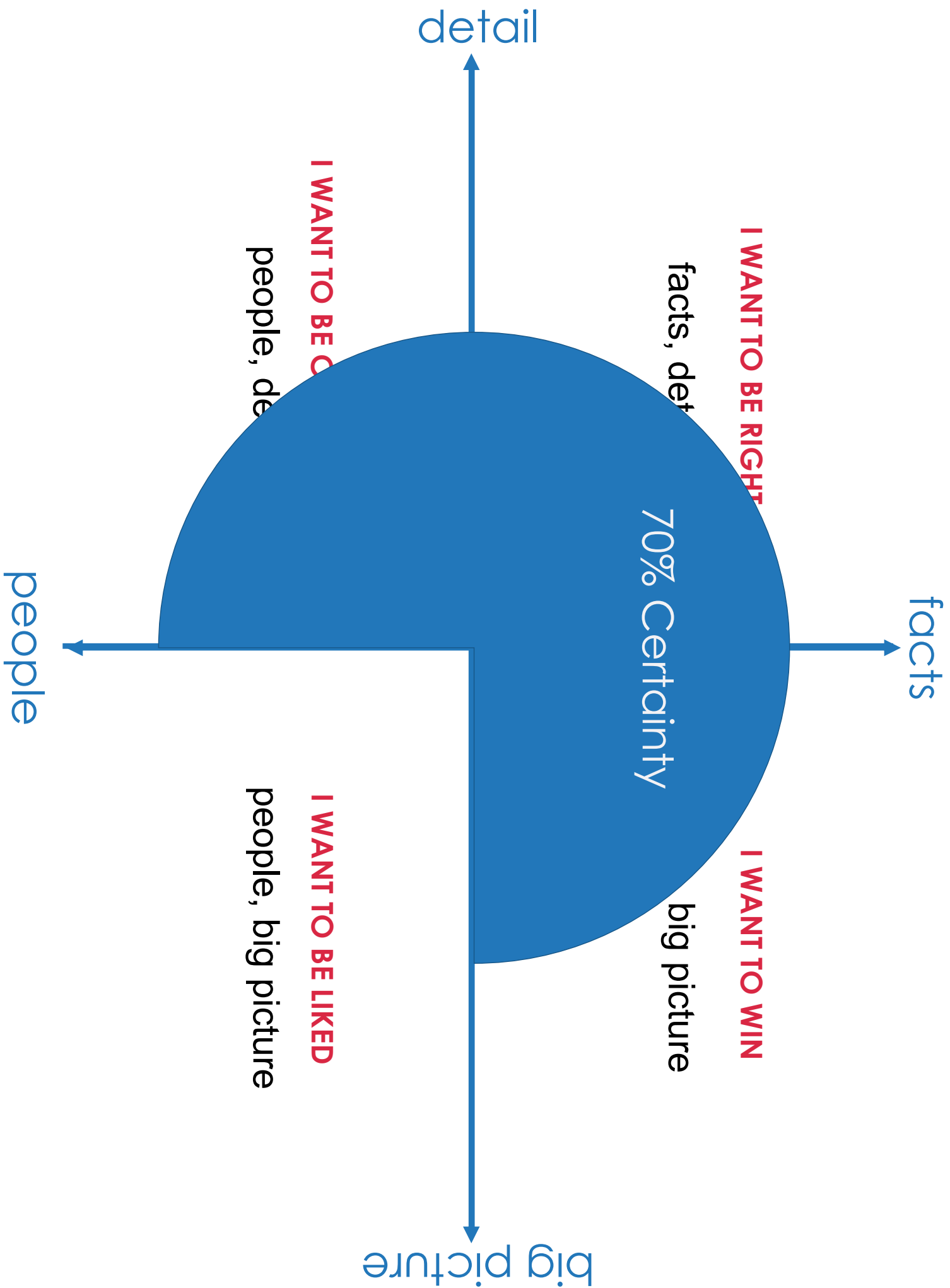
STRATEGY

Influence an entire portfolio



MEDICAL INSIGHT

Know the medicine
well



Dwayne

Thank you for the information. I can see it took a lot of **time and thought**.

This helps me to have a **thorough** understanding of how things are **progressing**.

Let's **work together** on this. I'm here to give you the **support** you need and work with you **step-by-step**.

I **really hear** what you are saying about treatment and it is important we find the **right fit for you**.

case study.

praise others
a potent superpower

case study.

Dwayne

It's great you are **supporting** your patient. It means you want what is **best for them**.

It's not always easy to stay **focused on recovery** and yet you've continued to make it your number 1 priority ...

It's good to have you involved. You are Dwayne's **support network** and **give him the encouragement he needs**.

「I never learn anything talking.

I **only learn** things when I ask questions. Lou Holtz

」

great questions better answers



impact how
they feel?



allow focus on
positive



access internal
resources

Dwayne

case study.

1. I'm wondering ... what do you think might be best for Dwayne?
2. I'm curious ... if Dwayne tried to return and it didn't work out, how would that affect him? And what about if it did work out?
3. From where you're sitting now, do you think this is a right thing to do?
4. I am sensing a reluctance here. Is there anything I'm missing?
5. It will take some determination to do this, so how do you think we can mentally support and prepare him?

no one has to do anything
- there is always a choice

PSYCHOLOGICAL REACTANCE

Dwayne

While the choice to take an active role in your recovery is yours, I'd encourage you to **make that commitment.**

Choosing to stay active and connected **really helps.**

case study.

case study.

case study

I understand this doesn't seem fair to you, but it is still the rule that we have to apply. **You have a choice** if you want to follow it.

case study

The choice to not participate is always yours, but this choice can result in claim suspension.

That's not the preferred option and **that's why** I've identified some steps **you can choose to take**.

build agreement the power of because

01

that's why

02

it's because

03

for this reason

Dwayne

I have had to apply the insurance contract to the information available to me.

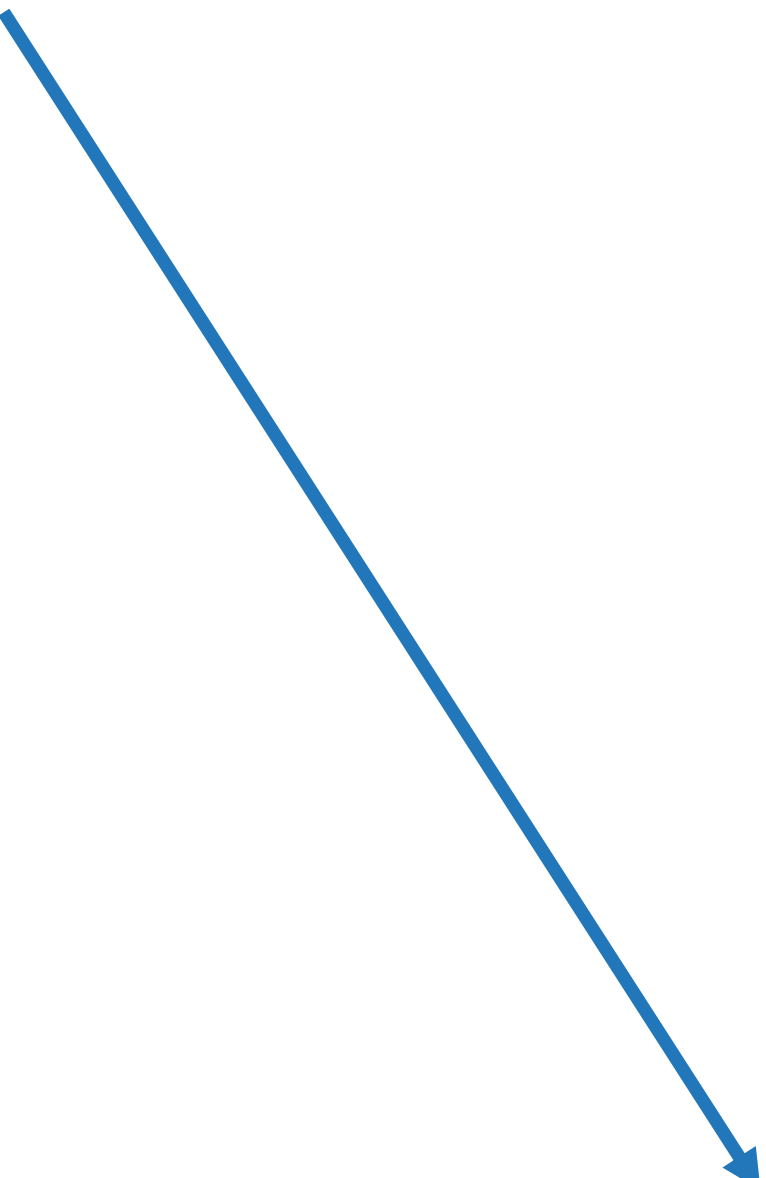
This meant that the main legal query has been

For that reason (the decision is ...)

case study.

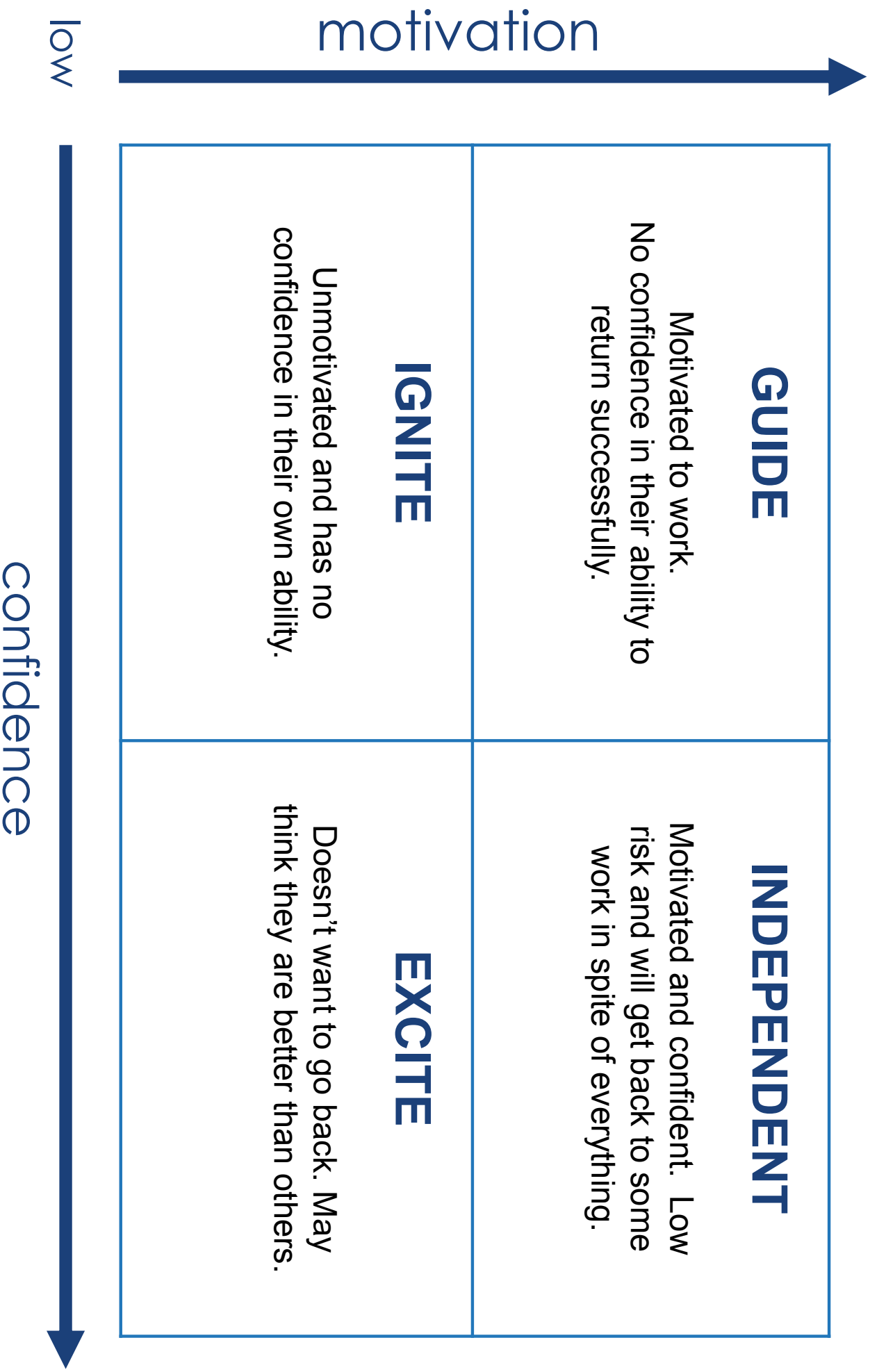
motivation & confidence
will & skill

motivation



confidence

motivation & confidence will & skill



thank you.