



AltraLaw™

The UK's first Not-For-Profit Law Firm

Communication with Clinic Clients

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“the single biggest
problem in
communication is the
illusion that it
has taken place”

-George Bernard Shaw

Communication challenges

- What are yours?
- Why are you here today?

Purpose and learning outcomes

- The learner will explore:
 - The **Purpose** of communication with clinic clients
 - Communication **Preferences**
 - **Pivoting** styles to suit clients

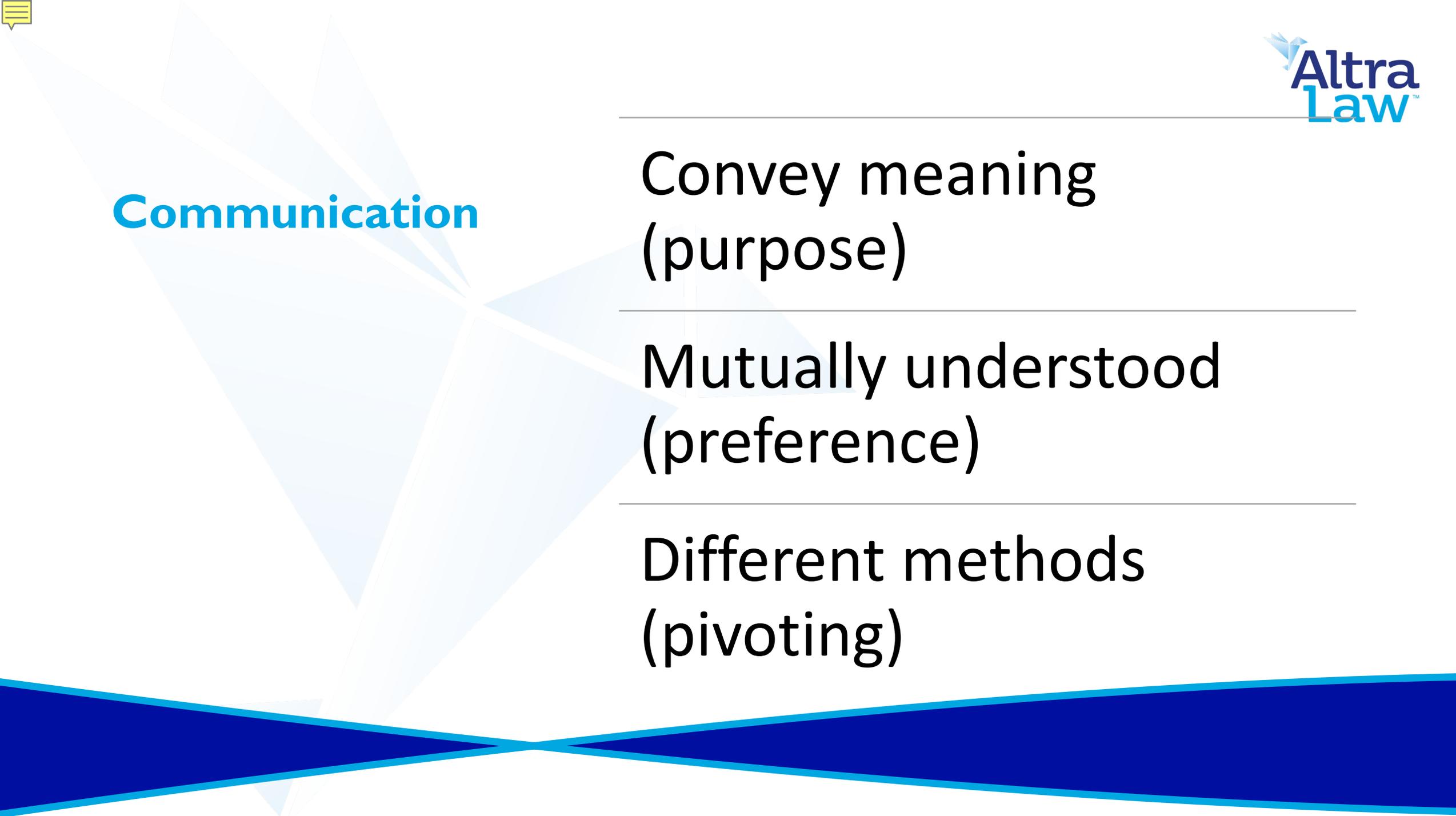
What is meant by communication?

Communication

(from Latin *communicare*, meaning "to share")

is the act of conveying **meanings** from one entity or groups to another through the use of mutually **understood** signs, symbols and semiotic **rules**

Reference: Wikipedia

A diagram with the word "Communication" in blue text on the left. A white line radiates from the text, branching into three paths that lead to three separate text blocks on the right. The background features light blue geometric shapes and a dark blue wavy border at the bottom.

Communication

Convey meaning
(purpose)

Mutually understood
(preference)

Different methods
(pivoting)

Purpose

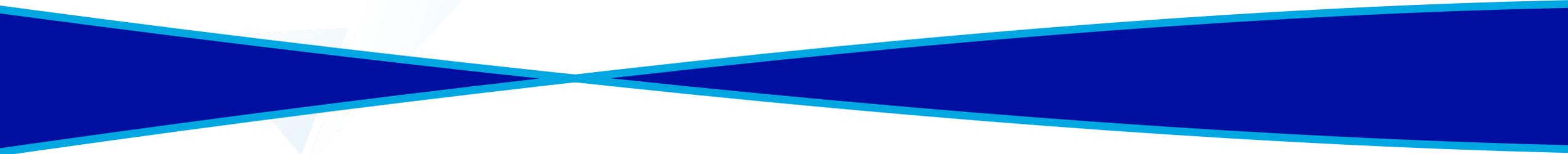
Why should people listen to you?



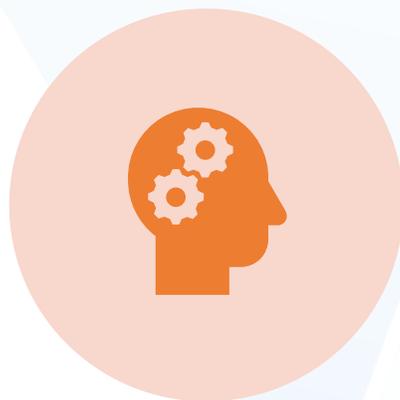
Communication preferences



Being Human



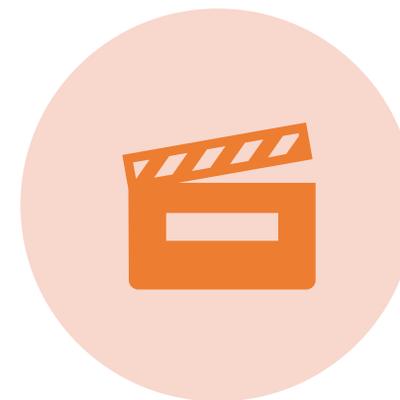
Understanding self



**AWARENESS - DEVELOP
UNDERSTANDING OF SELF**



**ACCEPTANCE – ACCEPT
WHERE AND WHO YOU ARE**



**ACTION - APPLY LEARNING TO
INTERACTIONS WITH OTHERS**

Key insights

We are not
thought
driven human
beings

We are
nature
and
nurture

We are
energy
in
human
form

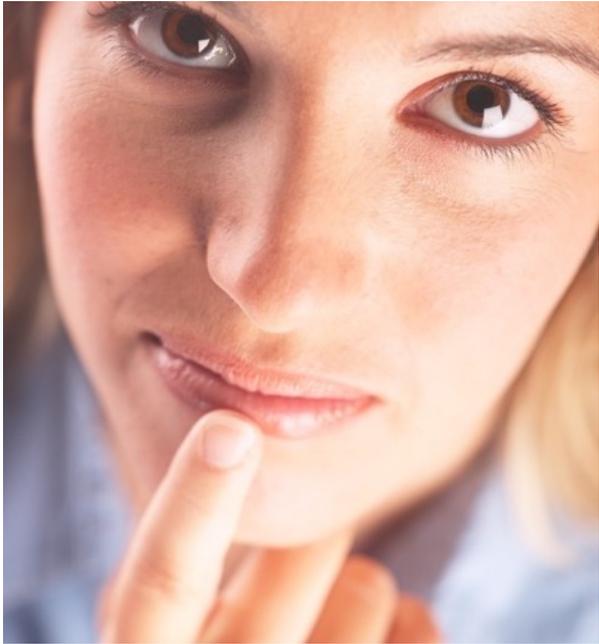
We are
instinctive,
emotional,
thinking and
reflective
beings

We had
bodies
before
brains

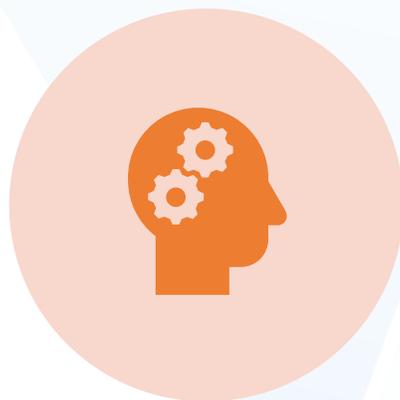
We are
always
evolving

Survival
trumps
thriving

Emotions



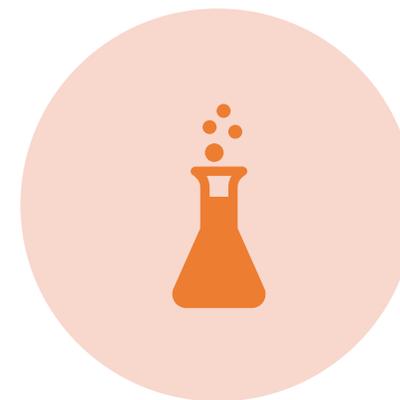
Self - management



KNOW OVERRIDING
PURPOSE



KEEP IN MIND
YOURSELF



KEEP LEARNING AND
EXPERIMENTING

How to pivot styles to suit different client needs

Pivoting

Really all about helping people because if you have right purpose, understand their preference and adapt, then you will connect with them better and so be better able to help them.

Influencing

Client/ customer care

Collaboration

Delegating

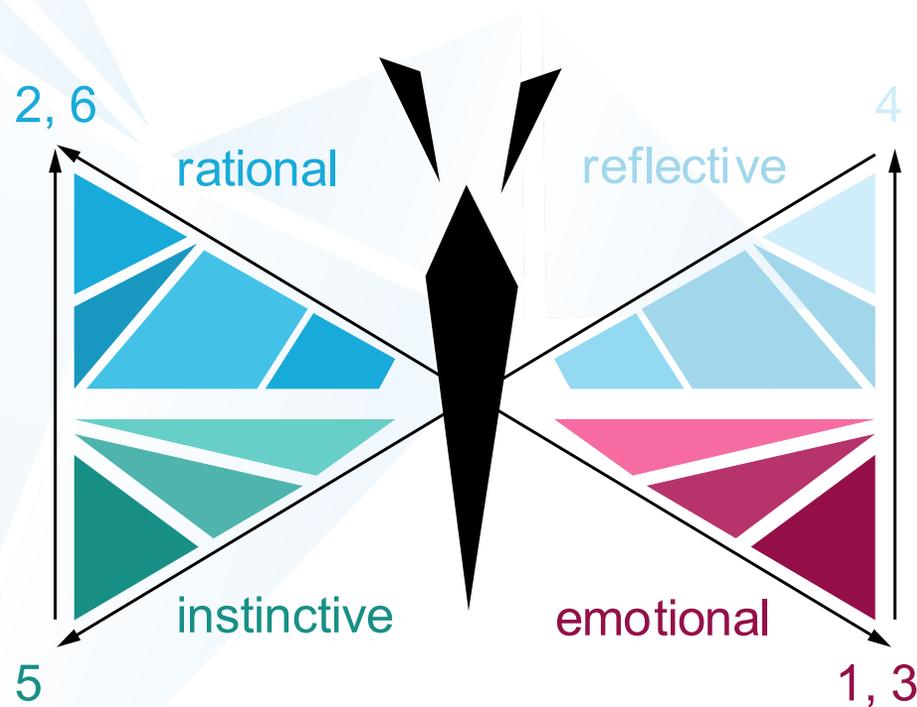
Coaching

Managing conflict

Dealing with difficult conversations



The Butterfly Model™



Questions and Listening



Questions



Listening

- Cosmetic listening
- Conversational listening
- Active listening
- Deep listening



Relationships

The **TAKEAWAY**

- Know your **Purpose**
- Understand we all have different **Preferences**
- **Pivot** your style to suit clients and circumstances

If you want to see any change – don't do the same thing you have always done