

USING YOUR COMMUNICATION STYLE TO CREATE PROFESSIONAL & PERSONAL GROWTH

THE PLATINUM RULE

HEIDI DUBOIS RDH, EFDA

THE GOLDEN RULE....

“DO UNTO OTHERS AS YOU WANT DONE UNTO YOU”

The Platinum Rule...

*“DO UNTO OTHERS AS **THEY** WANT DONE UNTO **THEM!**”*

OR

“TREAT OTHERS THE WAY THEY WANT (AND NEED) TO BE TREATED!”

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**To know what you know and
what you do not know, that is
true knowledge.**

Confucius

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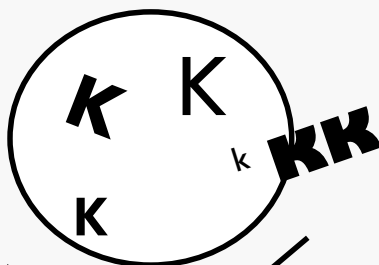
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SEEING THE WORLD THROUGH A NEW LENS





THE PLATINUM RULE[®]

3 SIMPLE STEPS FOR IMPROVING COMMUNICATIONS

3 simple steps

1. Recognize and embrace your natural behavioral style.
2. Identify another person's behavioral style.
3. Adapt your behavior to lower interpersonal tension while increasing trust.

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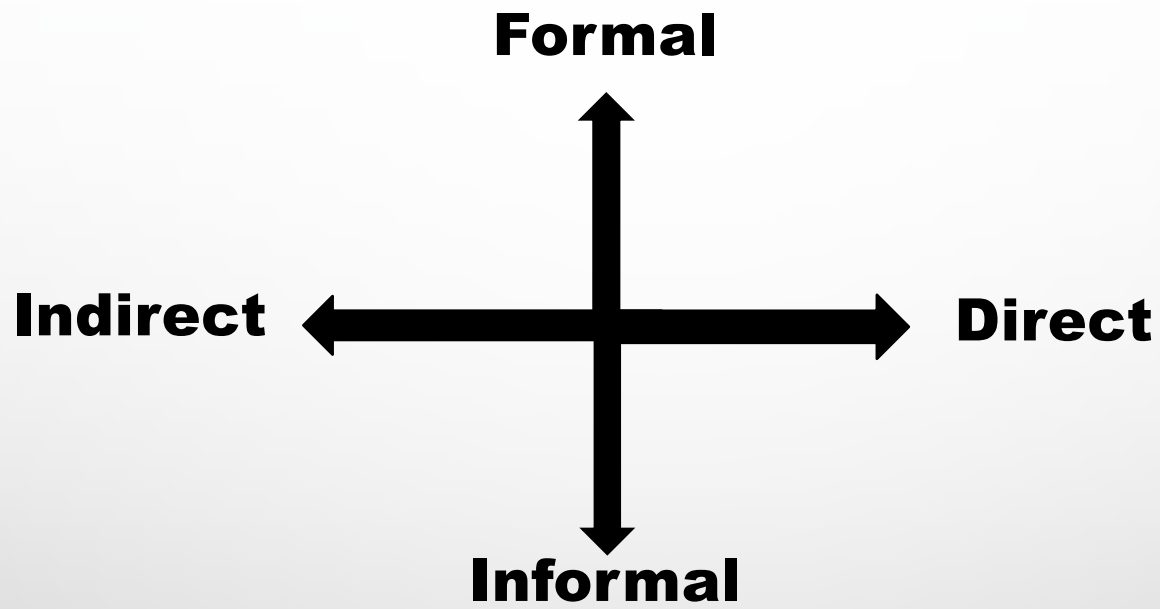


**HARD TO
BUILD AND
EASY TO
LOSE.**


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	“Open Behaviors”	or	“Guarded Behaviors”	
	I find it easy to share and discuss personal feelings with others.	or	I prefer to keep personal feelings private, sharing them only when necessary.	
	I prefer to socialize with others before getting tasks started.	or	I prefer getting tasks completed before socializing with others.	
	I tend to exhibit animated facial expressions during conversations with others.	or	I tend NOT to exhibit animated facial expressions during conversations with others.	
	I tend to get motivated when dealing with people on a daily basis.	or	I tend to get stressed when dealing with people on a daily basis.	
	I prefer to work with other people or in groups.	or	I prefer to work independently.	
	I am easy to approach in new social situations.	or	I am more standoffish in new social situations.	
	I am easy to get to know.	or	It takes time to get to know me.	
	I value feelings over facts.	or	I value facts over feelings.	
	I usually am NOT time disciplined.	or	I am mostly time disciplined.	
	TOTAL “OPEN” CHECKMARKS		TOTAL “GUARDED” CHECKMARKS	

	“Indirect Behaviors”	or	“Direct Behaviors”	
	I tend to be slower paced	or	I tend to be faster paced.	
	I tend to listen more than talk.	or	I tend to talk more than listen.	
	I am reluctant to directly express my opinions.	or	I find it easy to directly express my opinions.	
	I usually react slowly when faced with new situations or decisions.	or	I usually react quickly when faced with new situations or decisions.	
	I make decisions after all the facts are available.	or	I make decisions whether or not all the facts are available.	
	I come across as less assertive than others.	or	I come across as more assertive than others.	
	I tend to “bite my tongue” when I don’t agree with someone.	or	I tend to “speak my mind” when I don’t agree with someone.	
	I get frustrated when things move too quickly.	or	I get impatient when things move too slowly.	
	I generally avoid conflict.	or	I do not avoid conflict.	
	TOTAL “INDIRECT” CHECKMARKS		TOTAL “DIRECT” CHECKMARKS	



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Knowing yourself is the
beginning of all wisdom.

Aristotle

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Guarded/Formal

Thinker

IG

Director

DG

MAGIC

Relater

IO

Socializer

DO

Indirect

Direct

Open/Informal

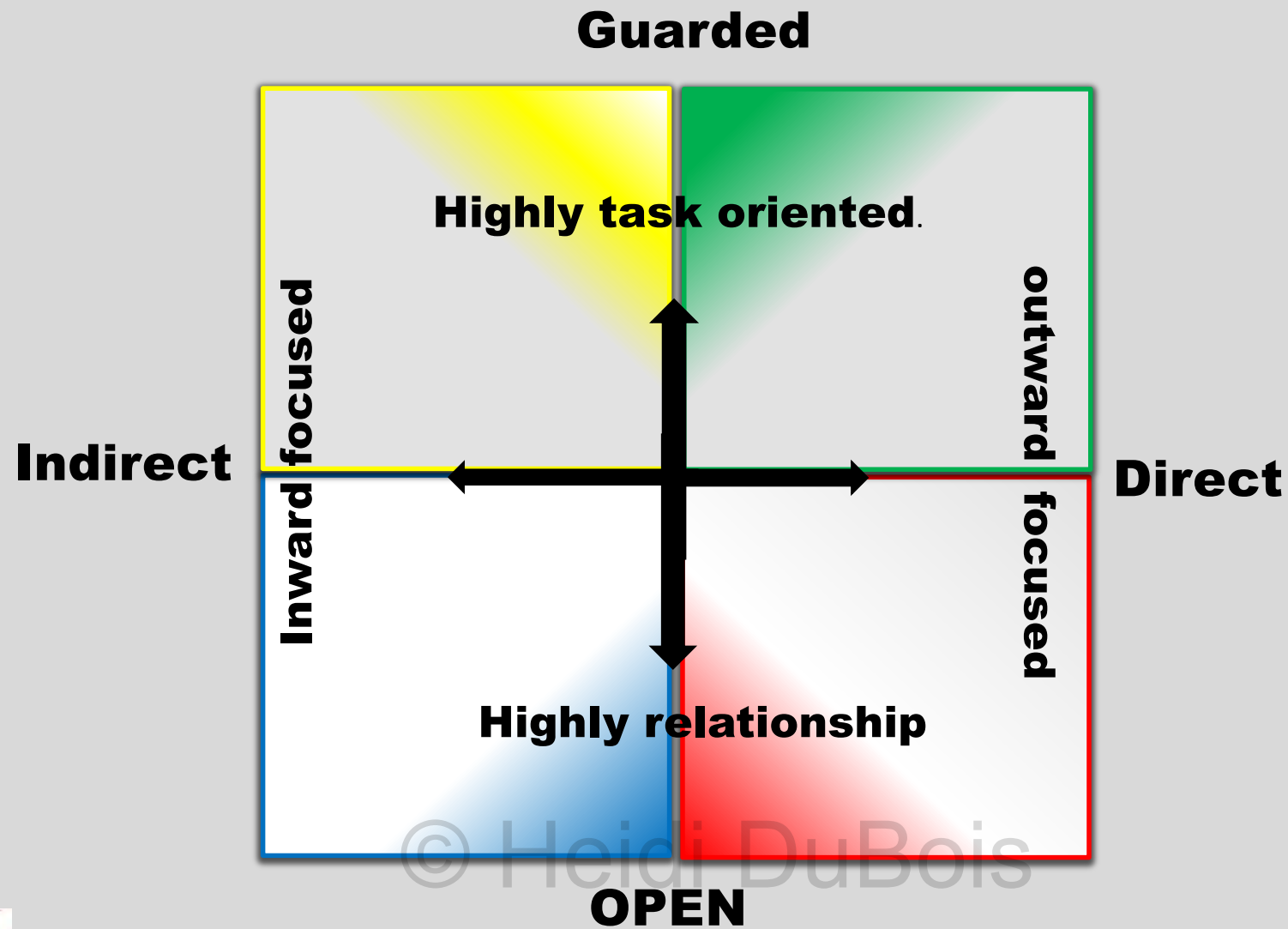


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- **DIRECTORS:** FAST PACED, ASSERTIVE, GOAL ORIENTED
- **THINKERS:** CEREBRAL, ANALYTICAL, PROBLEM-SOLVING
- **SOCIALIZERS:** EXUBERANT, FUN LOVING, PERSUASIVE
- **RELATERS:** LOYAL, WARM, DEPENDABLE



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Comes across as...

Guarded

FORMAL & PROPER

Limited facial expression

Indirect

Direct

RELAXED & WARM

Facial expressions animated

Open

Their conversations...

Guarded

**STAYS ON
SUBJECT**

Indirect

Direct

**STRAYS FROM
SUBJECT**

Open

Work environment

Guarded

**Prefers to work independently
and provides feedback seldom**

Indirect

Direct

**Prefers to work with others
and provides feedback often**

Open

~~THEY~~
Treat others how ~~you~~
want to be treated.

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LISTEN



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A collection of white, 3D-rendered bubbles of various sizes floating in the upper right and left corners of the slide.

RECOGNIZING ANOTHER'S BEHAVIORAL STYLE

2 SIMPLE QUESTIONS

1. ARE THEY MORE **DIRECT** AND **FAST PACE** OR **INDIRECT** AND **SLOW PACED**?

2. ARE THEY MORE **GUARDED** AND **TASK ORIENTED** OR MORE **OPEN** AND **PEOPLE ORIENTED**?

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ADAPTABILITY

BE AWARE OF THE RECEIVER

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Decisions and focus based on...

Guarded

FACTS ,TASKS & EVIDENCE

Indirect

Direct

OPINIONS & FEELINGS

Open

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Responds positively to

Guarded

REALITY / EXPERIENCES / DATA

Indirect

Direct

FEELINGS / VISIONS / CONCEPTS

Open

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PATIENTS

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NEEDS

Credibility

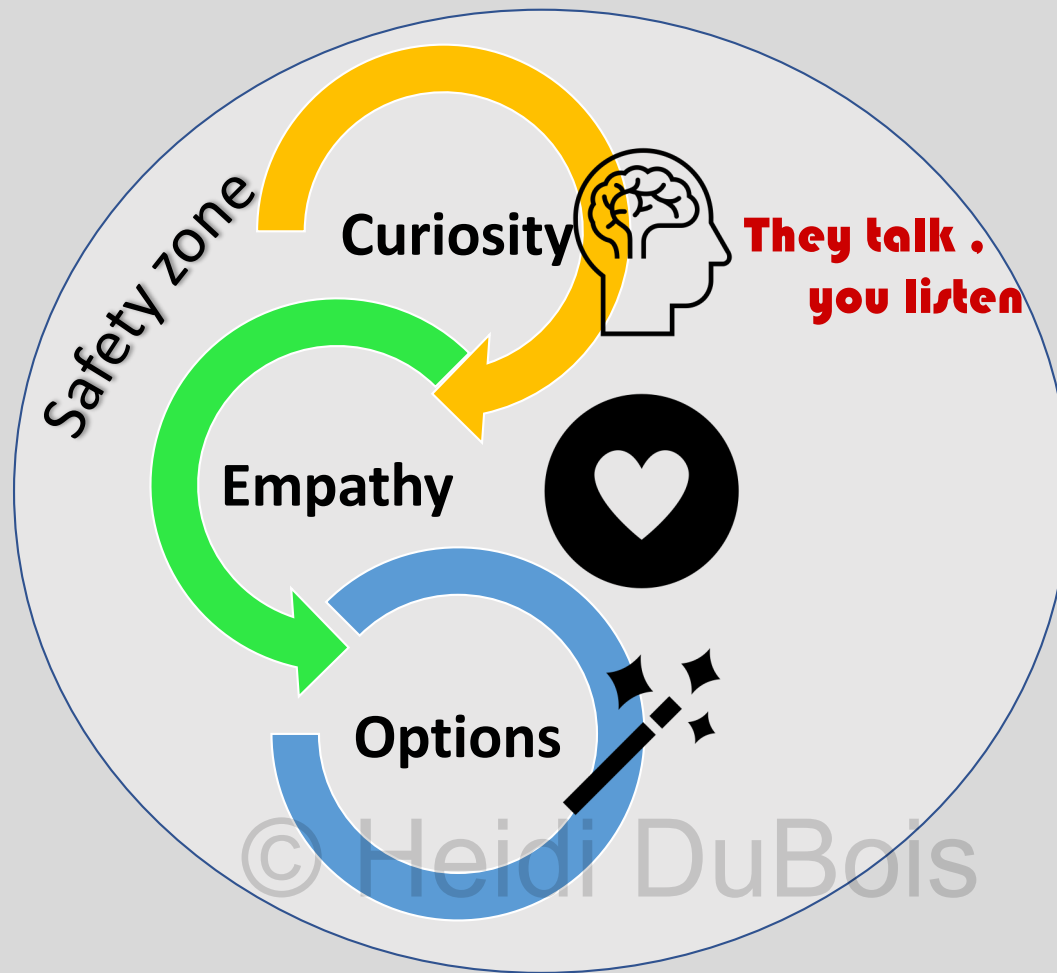
Mutual respect

Empathy

Noticed and matter

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ANATOMY OF A CONVERSATION



THE ANATOMY OF A CONVERSATION

- ASK THE RIGHT QUESTIONS AND LISTEN.
- INVOLVE THE PATIENT .
- USE THE TOOLS.
- BUZZ WORDS





SCOTTCARE™
cardiovascular solutions

THANK YOU

HEIDI DUBOIS RDH, EFDA

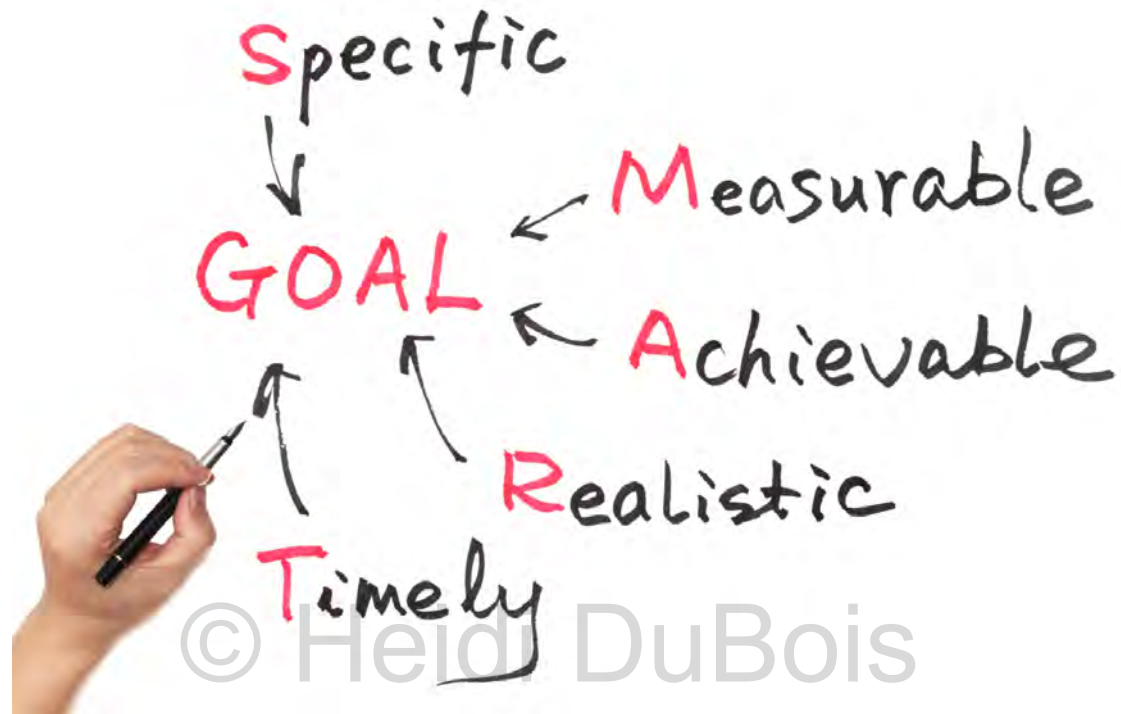
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HDRDENTAL
SOLUTIONS

BE SMART



BE IMPECCABLE WITH YOUR WORD

SPEAK WITH INTEGRITY. SAY ONLY WHAT YOU MEAN. AVOID USING THE WORD TO SPEAK AGAINST YOURSELF OR TO GOSSIP ABOUT OTHERS. USE THE POWER OF YOUR WORD IN THE DIRECTION OF TRUTH AND LOVE.

DON'T TAKE ANYTHING PERSONALLY

NOTHING OTHERS DO IS BECAUSE OF YOU. WHAT OTHERS SAY AND DO IS A PROJECTION OF THEIR OWN REALITY. WHEN YOU ARE IMMUNE TO THE OPINIONS AND ACTIONS OF OTHERS, YOU WON'T BE THE VICTIM OF NEEDLESS SUFFERING.

THE FOUR AGREEMENTS

DON'T MAKE ASSUMPTIONS

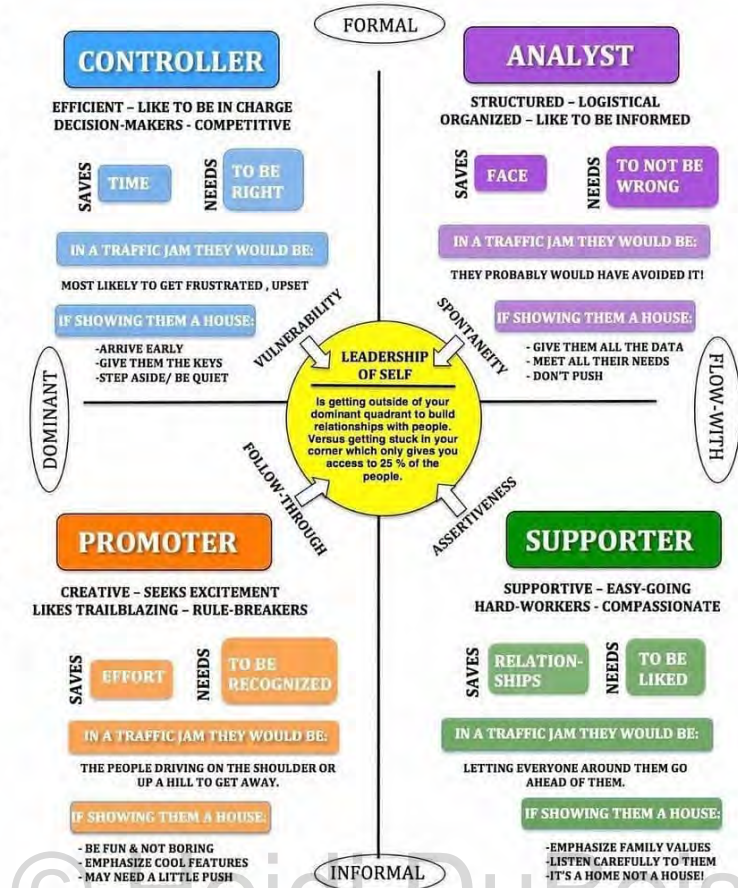
FIND THE COURAGE TO ASK QUESTIONS AND TO EXPRESS WHAT YOU REALLY WANT. COMMUNICATE WITH OTHERS AS CLEARLY AS YOU CAN TO AVOID MISUNDERSTANDINGS, SADNESS AND DRAMAS. WITH JUST THIS ONE AGREEMENT, YOU CAN COMPLETELY TRANSFORM YOUR LIFE.

ALWAYS DO YOUR BEST

YOUR BEST IS GOING TO CHANGE FROM MOMENT TO MOMENT; IT WILL BE DIFFERENT WHEN YOU ARE HEALTHY OPPOSED TO SICK. UNDER ANY CIRCUMSTANCE, SIMPLY DO YOUR BEST, AND YOU WILL AVOID SELF-JUDGEMENT, SELF-ABUSE AND REGRET.

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BEHAVIOR



MATRIX

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