

REAL Communications™ Clinic

For Healthcare Team Members

Wednesday, October 30: 8:30am – 4pm
Cape Fear Community College

- Introductions
 - Who are you and what do you want to learn today?
 - Overview of day's sessions
- What are REAL Communications and why does it matter if your communications are REAL?
Delivering REAL Communications to patients, vendors, co-workers, et al:
 - Respect
 - Empathy
 - Attention
 - Listening
- The critical need for consistent REAL Communications with your patients
- Applying REAL Communications to:
 - Generational communications
 - Tough conversations
 - Leadership language
- Challenges you face in consistently delivering REAL Communications
 - Insightful individual activity
 - Engaging group discussion
- Other factors that impact your ability to deliver REAL Communications
 - Approaches to overcoming challenges
 - Questions / topics submitted by participants
- Small group interactive exercises, demonstrating and reinforcing REAL elements
- Actions you can take in your job immediately, to ensure that your communications are REAL