

No More Wasted Time: Ideas for Grabbing and Maintaining Your Clients' Attention

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Objectives

- * Utilize voice, spatial positioning, body language, and visual aids to grab clients' attention.
- * Recognize and develop new tools that can be employed to engage clients.
- * Customize communication during client interaction to achieve greatest efficacy.

Outline

- * Explore toolbox inventory
- * Shop for more tools
- * Decipher what tool you need at the right time



Your Toolbox



What You Say

- * Your communication style and the words you use are both important.

WORD CHOICE




Communication Style

- * Clear vs. masked
 - * Relates to intent of message
- * Direct vs. indirect
 - * Typically relates to how targeted the message is
- * Passive vs. aggressive
 - * Emotionally understated vs. emotionally honest
- * Friendly vs. assertive

Motivational Interviewing

- * MI: a collaborative, person-centered form of guiding to elicit and strengthen motivation for change
 - * Express empathy.
 - * Support self-efficacy.
 - * Roll with resistance.
 - * Develop discrepancy.



<http://www.motivationalinterviewing.org/HumanServicesTrainingCollaborative/MI-Principles/MI-Principles-Overview.pdf>

It's Not About You

- * It's about them.



Photo Credit: <http://www.shutterstock.com/picoftheday/picoftheday.html>
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Word Choice

- * Market your message
- * Hot words
 - * Free
 - * New
 - * Last chance
 - * Easy/simple/basic
 - * Revolutionary
 - * The truth about...
 - * How to
 - * ... that everyone will love

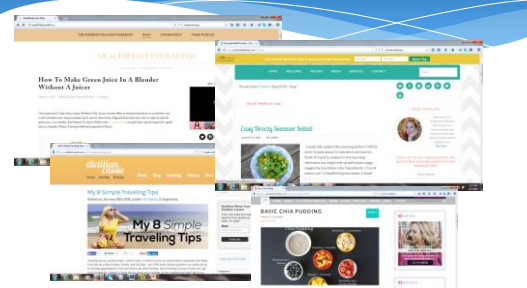


<http://www.avenicarnival.com/Marketing/Info/Top-7-AttentionGrabbing-Words-to-Help-You-Attract-Clients.html>

The Words They Choose



The Words We Can Choose



Age Appropriate Words

- * Why is breakfast so important?
- * What are the benefits of fiber?
- * How do snacks affect my blood sugar?


By the Numbers



The image shows two overlapping browser windows. The top window displays a 'MENS FITNESS' website with various articles and a navigation menu. The bottom window shows a 'Soul of Health' website with a header image of fruits and a list of '2014 Blogging 101' winners.

Bring on the Drama

- * Sensationalize
- * Quote
- * Give statistics
- * Pop quiz



The image contains two parts: on the left, a blackboard with 'PopQuiz' written in white chalk; on the right, a stack of colorful comic books.


In Action



The image features three elements: an open book with a page showing a quote about 'silly food that will eventually die'; a book cover for 'FOOD RULES' by Michael Pollan; and a separate quote: 'It's not food if it's called by the same name in every language (Think Big Mac, Cheetos, or Pringles)!'.

How You Say It

- * Voice
- * Body language
- * Spatial positioning
- * Visual aids



The image shows four women standing in a line, each striking a different pose to illustrate body language and spatial positioning.

Your Voice

- * Volume: to scream or to whisper?
- * Tone
- * Inflection
- * Speed

Impersonations?



Body Language

- * Human communication consists of
 - * 93% body language and paralinguistic cues
 - * Only 7% of words themselves

Body Language - 7 Key Concepts to Master the World Language. © Mrs. Lisa, 2008. All rights reserved.

Space

- * Movement can engage kinesthetic learners
 - * Snaps or noise makers
 - * Thumbs up/down
 - * Example activities
 - * Practice eating slower

Stretch Break

- * Alphabet exercises:
 - * Arm circles
 - * Bird arms
 - * Crazy knees
 - * Darting front punches
 - * Elephant trunk
 - * Fantastic squats
 - * Gigantic front kicks
 - * Hippy side bends
 - * Intense running in place
- * Jumping jacks
- * Knee lifts
- * Love those lunges
- * Michael's moonwalk



Space

- * How are you sitting?
- * Where are you sitting?
- * Utilize your environment
 - * Posters on the wall
 - * Visual aids
 - * Look at handouts together



Bag of Tricks

Need More Tools?

Tool Shop

- * Some you can **buy**
- * Some you can **make**
- * Some you can **borrow**
- * Some you can **learn**

Visual Aid Resources

- * Produce for Better Health Foundation
 - * www.pbhfoundation.org
- * MyPlate
 - * www.myplate.gov
- * Nasco
 - * www.enasco.com
- * Health Edco
 - * www.healthedco.com



Make Your Own!

- * Pictures
- * Challenge cards
- * Engaging posters



Brainstorm

- * What is a visual aid you need?
- * Could you create it yourself?
- * What would that look like?



Still Need Ideas?

- * Ask your clients
 - * Patient satisfaction surveys
 - * Motivational interviewing
 - * You said you're at a 5; how could we get you to a 10?
 - * What can I do to help you get to where you want to go?
 - * I'd love to see you be successful. How do you see my role in your journey?
 - * Test with teach back

Utilize Fresh Eyes and Ideas

- * Ask for feedback from students and those who shadow you
- * Work with those who cover for you



Utilizing Students & Interns

- * Revise a handout
- * Develop an educational tool
- * Decorate a counseling room
- * Revamp a website
- * Design social media messages and strategies

Adapt Your Message

- * Best ways to hold attention
 - * Be relevant
 - * Teach at appropriate level of difficulty
 - * Be clear
 - * Be brief
 - * Involve your audience
 - * Establish routine, task, and time limit
 - * Establish clear roles

<http://busyteacher.org/64215-116-to-get-your-class-attention-held.html>

Message Tips

- * Be simple
- * Be brief
- * Be fun



Photo credit: <http://www.shutterstock.com/stock-photo-image-illustration>

Practice Makes Perfect

- * Find a partner
- * Identify your usual audience
- * Think of a typical message you share with clients daily
- * Develop a more concise version of your message

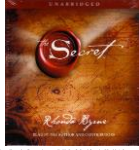
Shake It Up

- * Role play
- * Games

<http://busyteacher.org/32132-teacher-tested-ways-to-keep-class-interesting.html>

New Tools

- * Deviation
- * Alarm
- * Magic wand
- * Story
- * Secret
- * Be worthy of attention
- * Reverse attention



<http://www.rickcoxx.com/blog/lessons-in-influence-part-1/>

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More Ideas

- * Say something unexpected
- * Start where they are, not where you are
- * Keep it concrete
- * Keep it moving
- * Shift back and forth between ideas and examples
- * Get to the point
- * Arouse emotion

<http://www.oliverguth.com/2002/02/19/presentation-techniques-8-tools-for-getting-and-keeping-attention/>

Where will this tool work best?

Audience

- * *"The audience is 50 percent of the performance."* – 1952 Academy Award Winner, actress Shirley Booth

Audience Characteristics

- * Group vs. One-on-One
- * Adjusting for various ages
- * Boredom vs. Disinterest

Case Study

- * Match the tool to the situation

Case Study #1

- * Initial Diabetes Education
 - * What visual aids would be helpful?
 - * How would your message change in an inpatient setting vs. outpatient?
 - * How would your message change for a 10 yo boy vs. a 42 yo man?

Case Study 2

- * Grocery Store Tour
 - * How would your message change for people of higher vs. lower socioeconomic status?
 - * How would you use the space of a grocery store to your advantage?

Case Study #3

- * Middle School Health Class
 - * What nutrition topics would be most interesting to this group?
 - * How would you engage the audience?

Your Case Study

- * Name a challenging situation you've dealt with
- * Identify 2 tools you could have used
- * Brainstorm ways to make those tools more readily available

Stretch Break

- * Alphabet exercises:
 - * Nasty monster creeping
 - * Outstanding ankle circles
 - * Perky plies
 - * Quirky hip shakes
 - * Rise and shine
 - * Sassy sprinkler
 - * Toe touches
 - * Ultimate kickboxing
 - * Very fast clapping
- * Wave
- * Xylophone
- * Yoga pose
- * Zany twists



- * *"The voice of a person with intellectual conviction sparkles with change—changes of pitch, volume, and speed. Your voice should be animatedly alpine. And your body should be full of purpose. From the patterned tips of your fingers, to the furrows in your forehead, to the exquisite dance of your hands, you should say, with your words, voice, and body, that you are in love with the topic, and in love with the chance to engage the audience on it." -Sims Wyeth*

Sims Wyeth is a speech coach in Meriden, CT specializing in presentation skills and public speaking training in order to give accomplished people the knowledge and skill they need to become accomplished speakers. www.SimsWyeth.com

