



# EMPOWERED COMMUNICATIONS

THROUGH BEHAVIOR-STYLE  
IDENTIFICATION



### ABSTRACT

Laboratory professionals are detail-oriented people: They write and follow procedures extraordinarily well; they have phenomenal critical-analysis skills; and they are obsessive about quality issues—skills that form the foundation of the laboratory’s outstanding contribution to patient care. However, many laboratory professionals admit that communication skills don’t come easily to them and definitely weren’t taught as part of their formal technical training. In fact, laboratory professionals often state that they first considered going into nursing but specifically chose the laboratory profession because it didn’t involve bedside care and the “people skills” that are integral to nursing.

Being comfortable, capable, and competent with communication skills and techniques makes a dramatic impact on job satisfaction, productivity, and effectiveness. Additionally, good communication skills are key in developing positive working relationships with co-workers and the many other health care providers with whom laboratory professionals interact in an effort to deliver exceptional patient care.

During this interactive and hands-on training session, participants will come to recognize the benefits related to communicating with people utilizing innate behavioral preferences. They will be introduced to a quick and easy method for determining preferred behavioral and interaction styles using Maslow’s theory of behavioral-style classification. Participants will have the opportunity to assess their own behavioral style, use the model provided to assess others’ styles, and learn how to adapt their interaction style using a variety of scenarios in order to be more effective communicators.

### LEARNING OBJECTIVES

After completing the course, participants will be able to:

- More comfortably and confidently enter into critical conversations by using the preferred behavioral style of those with whom they are communicating.
- Assess their own preferences for communication and learn how to identify and adapt to the communication styles and preferences of others.
- Deliver information in a more satisfying, effective, and productive manner.
- Identify the strengths and weaknesses related to their preferred communication style.
- Recognize the communication styles where they will find their greatest harmony and, conversely, their greatest challenge.



## COURSE OUTLINE

UNDERSTANDING WHAT YOU CAN CONTROL AND, MORE IMPORTANTLY, WHAT YOU CAN'T

BUILDING RELATIONSHIPS BY ADAPTING TO OTHERS' BEHAVIORIAL-STYLE PREFERANCES

THE "QUICK AND DIRTY" WAY TO IDENTIFY BEHAVIORAL STYLES

IDENTIFYING YOUR BEHAVIORAL STYLE

UNDERSTANDING THE FOUR DIMENSIONS OF BEHAVIOR

THE NITTY-GRITTY OF BEHAVIOR-STYLE IDENTIFICATION

PUTTING BEHAVIORAL-STYLES KNOWLEDGE INTO ACTION

STRATEGIES FOR INTERACTING WITH EACH BEHAVIORAL STYLE

MOTIVATIONAL KEYS AND STRATEGIES FOR EACH BEHAVIOR STYLE

Course duration: two hours

Note: This course is P.A.C.E.® eligible.





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