

Clinic 6: Ask & Listen to Each Person's VOICE

CLARIFY

ASK ABOUT
PERSON'S VOICE

Instructions: For each finding below, underline the mistakes made.

- 81% of Healthcare Professionals (HPs) interrupted or didn't listen to patients.
- HPs failed to uncover 54% of patient complaints and 45% of their concerns.
- Over 90% of HPs did not check the patient's understanding.
- 94% of HPs did not ask for the patient's opinions and ideas.
- When patients do express opinions, over 55% of HPs dismiss or ignore the opinions.

Instructions: Check common mistakes that you may be making (you won't share these).

- I sometimes assume that others do not know useful information.
- I sometimes cut people off before they have finished.
- I sometimes fail to check the person's meaning.
- I sometimes rely on uniform questions at the expense of personal judgment.
- I sometimes fail to pause and ask follow-up questions, such as *Tell me more*.
- I sometimes fail to ask about and listen to the person's opinions and preferences.

What to ask and listen for

No matter what your job, you ask and listen to each Person's VOICE – whether it's a patient's, a co-worker's, or a guest's VOICE. In general, people reveal their VOICE this way:

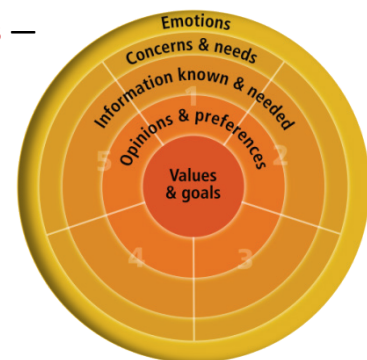
E Look and listen closely: Customers show **emotions and feelings** — worry, fear, even anger — that protect *and* reveal deeper concerns

C Customers average 3 to 6 **concerns and needs** (see pie slices on right) for you to uncover and confirm

I For each concern, there is **information they have**, and **information they need** from you.

O For each concern, your customers have **opinions** about its causes, and **preferences** for solutions

V The customer's entire VOICE emerges from core **values and goals** for you to understand their deeper motivations



How to ask and listen to a Person's VOICE

A Person's VOICE is **What** you ask and listen for. Your Master Skills are **How** you ask and listen to their VOICE. Notice how the highlighted Master Skills below are used to ask and listen:

- 1. Align** with person's emotions, concerns, and situation

*I understand this concern is important to you.
I'd be glad to help you with that.
I'm sorry that you had to wait.*

- 2. Bridge** to your questions

*Let me ask you some questions to help you.
I'd like to discuss your concerns and needs.*

- 3. Clarify** with open questions about VOICE

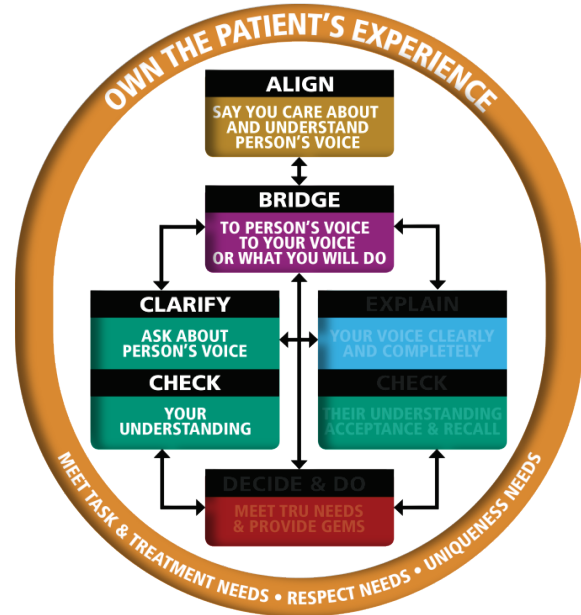
*What are your primary concerns about...?
What happens when you...?
What preferences do you have for...?*

Follow up: *Tell me more about.... What else...?*

- 4. Check** your understanding

*So, you're saying that.... Is that correct?
It's occurring when.... And you think it's because.... And you've tried to.... Is that right?*

Ask & Listen Skills



Instructions: Below, write a customer's concern. Then write what you might say for each skill step.

Customer's concern:

Align by acknowledging the request or concern, or by assuring your willingness to resolve it:

.....

Bridge to your questions about their concern or need:

.....

Clarify your patient or co-worker's request or need by asking an open question:

.....

Check your understanding of what your patient or co-worker might have said:

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Remember VOICE's No-Late Policy and to bring your Participant Kit, Cue Cards, and this Prework. This Clinic may go up to 1 ¼ hours.