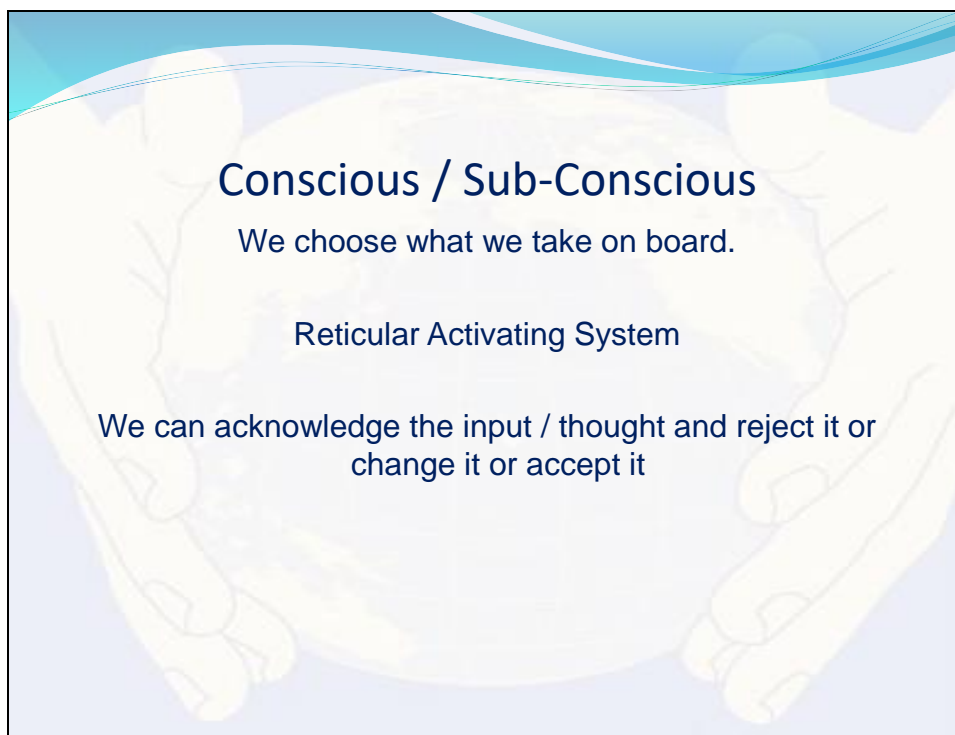


Conscious

Is the gateway to the subconscious

First 3-4 yrs of life conscious input influences sub-conscious creating BELIEFS / VALUES = PARADIGM creation.

A physiological change will occur once the subconscious recognises the conscious input –PARADIGM filter.

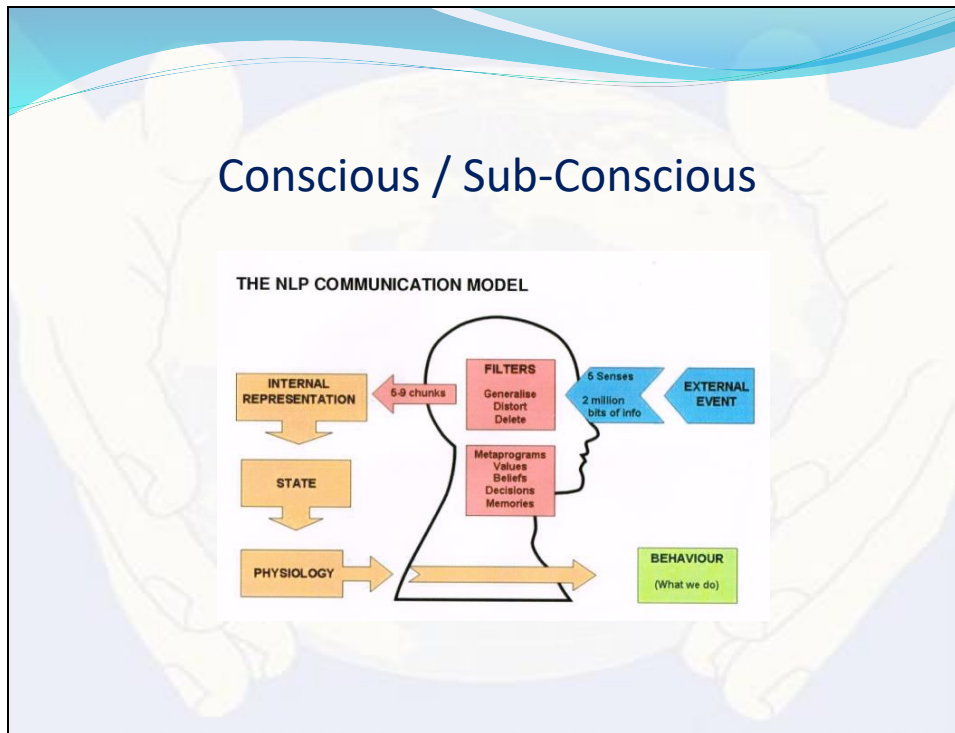


Conscious / Sub-Conscious

We choose what we take on board.

Reticular Activating System

We can acknowledge the input / thought and reject it or change it or accept it



Four Critical Points of Contact

First point of contact
In rooms
End of consult
3rd party letter / email



SOFT SKILLS

85% of your outcome success relates to well rounded “soft skills”.

- Self confidence.
- Positive attitude.
- Interpersonal skills (Honesty & Respect)
- Communication skills.



BUILDING RAPPORT

Why is it so Important?

In the first few minutes of an initial consult you're being sized up by your client.

If you don't win them over with your confidence, poise, warm sensitivity and a fresh perspective on their condition, you may be written off as another failure.



BUILDING RAPPORT

Reflect back sameness = safety

Reflect back difference = threat

Repeat what they said back to them so they know you've been listening.



GAINING TRUST

Client needs to understand what you're finding and what you're doing about it.

Educate them. Discuss anatomy.
Provide your rationale and concepts.
Allow them to ask questions.

GAINING TRUST

A client who believes you're capable, trusts your ability and commits to the process, stands a much greater chance of success.

The slide features a background illustration of two hands cupping a globe, with a blue wavy banner at the top.

THE ART OF LISTENING

1. Don't bring in your own opinions.
2. Make them the centre of your attention.
3. Listening practical – listen with intent!

The slide features a background illustration of two hands cupping a globe, with a blue wavy banner at the top.

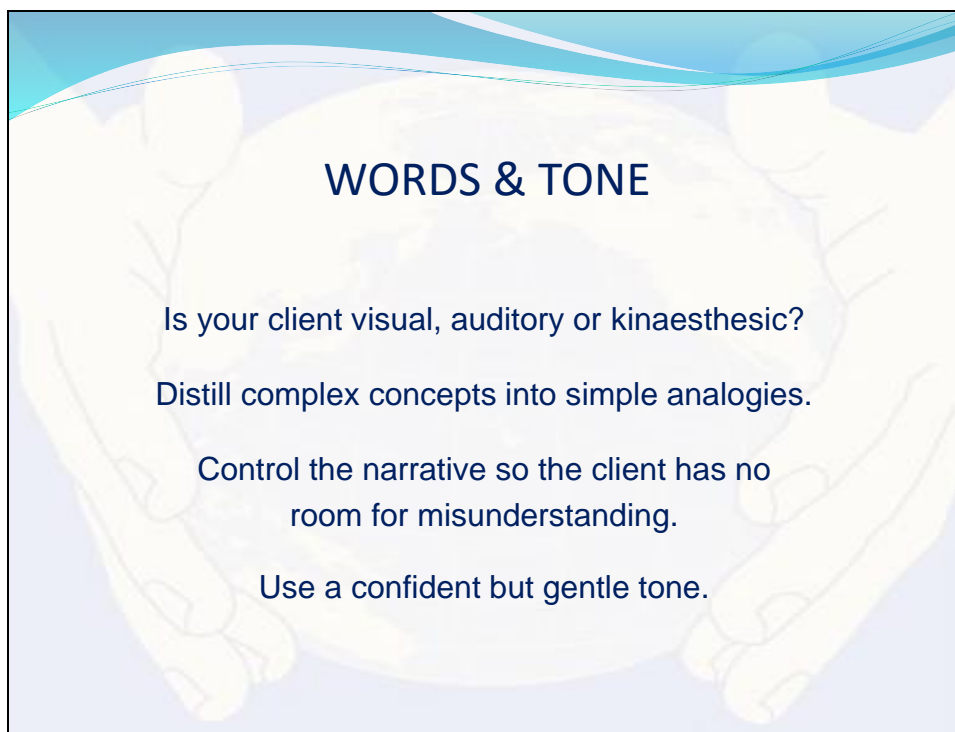


- ## BODY LANGUAGE
1. Good posture = confidence.
 2. Poor posture = poor breathing / voice.
 3. Positive body language.
 4. Practice your breathing, facial expressions, tone and language.



BODY LANGUAGE

1. Eye contact during conversation.
2. Use soft & compassionate expressions.
3. Practical. Dominate Vs Soothe.



WORDS & TONE

Is your client visual, auditory or kinaesthetic?

Distill complex concepts into simple analogies.

Control the narrative so the client has no room for misunderstanding.

Use a confident but gentle tone.

