

## DEFINITIONS

**Communication:** process by which information is exchanged between individuals through a common system of symbols, signs, or behavior; exchange of information

**Miscommunication:** failure to communicate clearly

# THEY MISUNDERSTOOD ME

~the following five categories are reason for miscommunication~

Category 1: Assuming

Category 2: Lack of Information

Category 3: No Specifics

Category 4: Disease/Illness

Category 5: Lack of Listening

# UNDERSTAND ME PLEASE

~the following five categories are ways to avoid miscommunication~

Category 1: Assume You Will  
Be Misunderstood

Category 2: Check for  
Understanding

Category 3: Speak Specifics

Category 4: Eliminate the  
Illness Factor

Category 5: Listen and Hear

# 10 Tips on Active Listening

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We all use certain cues to let people know we are listening to them. Examples are: nodding our heads in agreement, saying “Mm hmm,” opening our eyes in shared disbelief at something, etc. The following are specific verbal behaviors that carry the process even further, indicating that we are not only listening, but, that we are also thinking actively about what’s being said (or shown) to us, regardless of whether we agree or disagree with it.

These tips can be learned, practiced and polished, in fact, into a high art. They range in complexity from simply restating what a person says (actually not so simple!) to reflecting feelings, validating a perception, or confronting an inconsistency.

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- ◆ Look at the person, and suspend other things you are doing.
- ◆ Listen not merely to the words, but the feeling content.
- ◆ Be sincerely interested in what the other person is talking about.
- ◆ Restate what the person said.
- ◆ Ask clarificatory questions once in a while.
- ◆ Be aware of your own feelings and strong opinions.
- ◆ If you have to state your views, say them only after you have listened.
- ◆ Focus your energy on the conversation.
- ◆ Validate what the person said.
- ◆ Confront inconsistencies in behavior.

## Ways of Listening

<b>Listening and Not Hearing Others (Defensive Dominance)</b>	<b>Listening and Hearing Others (Non-defensive Negotiation)</b>
1. list your rebuttals	1. list others' points
2. defend your position	2. hear others' feelings
3. use logic on others' feelings	3. name the feelings you hear
4. challenge others' views	4. accept others' views
5. evaluate others by your opinions	5. disclose your opinions
6. assume you know what they mean	6. give and receive feedback
7. overcome objections	7. respect differences
8. push for agreement	8. respect similarities
9. strive to win	9. focus on mutual gain
10. make your points how to build your track record	10. build relationships to create mutual benefits over time

## Verbal Communication Strategies

- Use concrete, exact, positive phrases; repeat the same phrase.
- Break instructions down into single tasks like, “walk forward,” “stop,” “please turn around,” and “sit down.”
- Make a suggestion if the person is unable to make a choice.
- Use a calm, soft, slow voice pattern.
- Ask one question at a time and wait for a response.
- Do not argue or try to reason.
- Use distraction.
- Only promise what you will be able to do.
- Identify the person’s vocabulary and use it – if a resident uses the word “potty” for bathroom, then staff should use that word. (Do **not** use childish words unless the resident does.)
- Treat the resident as an elder or peer, not as a child.
- Acknowledge the person’s feelings and help him or her identify what is wrong if there is difficulty communicating it. For example, “You look sad. Do you miss your daughter after she leaves?”
- Intervene early if it appears the resident is about to get upset, especially if he or she is with another resident. Intervene before the behavior escalates.

## Non-Verbal Communication Strategies

- Practice looking friendly – your attitude is contagious.
- Make your verbal and non-verbal messages the same.
- Move slowly and approach the resident from the front, rather than from the side or from behind. Make eye contact with the person.
- Assume an equal or lower position to help the resident feel less powerless.
- Take care not to overwhelm a resident either physically or verbally. (Approaching an anxious resident with three or more people may lead to a catastrophic reaction.)
- Use lots of touch if a resident enjoys it. Allow time for the resident to touch you.
- Identify symbolic behaviors and their meaning – the cup the resident hangs on to after meals may be symbolic of having coffee with friends and may provide security and comfort.

# International Marketing Nightmares

(Taken from humorbin.com)

1. In Taiwan, the translation of the Pepsi slogan “Come alive with the Pepsi Generation” came out as “Pepsi will bring your ancestors back from the dead”.
2. When General Motors introduced the Chevy Nova in South America, it was apparently unaware that “no va” means “it won’t go.” After the company figured out why it wasn’t selling any cars, it renamed the car in its Spanish markets to the Caribe.
3. An American T-shirt maker in Miami printed shirts for the Spanish market which promoted the Pope’s visit. Instead of the desired “I Saw the Pope” in Spanish, the shirts proclaimed “I Saw the Potato.”
4. In Chinese, the Kentucky Fried Chicken slogan “finger-lickin’ good” came out as “eat your fingers off”.
5. Colgate introduced a toothpaste in France called Cue, the name of a notorious porno magazine.