

Advocating Your Quality(ies)

Communicating The Right Messages
The Right Way



Ron Martyn

Overcoming the “Credibility” Gap

You’ve Got To Be Believed to be Heard

**To be believed, you must look
believable, and sound
believable**

Your Believability

Looking Believable

- Professional in appearance (How)
- Assertive positioning (NLP) (How)

Sounding Believable

- Your tone, tempo and volume (How)
- Your content – the data and the message (What)

The Message Receiver

Advocating Your Quality(ies) With Believability

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Key
Targets

- Residents & Families
- Other Disciplines
- Administration
- Inspectors

Residents & Families

LOOKING

QUALITIES

APPEARANCE

- Show your warmth - relaxed, smiling, and welcoming
- Casually by professionally dressed ("You make me feel important!")

POSITIONING

- As close to the other person as THEY are comfortable
- Assume a body position/alignment that is similar to theirs

Residents & Families

SOUNDING

QUALITIES

TONE, TEMPO & VOLUME

- Sound warm - relaxed, caring
- Speak at a pace similar to them; slower might be better
- Adjust your volume "up"

CONTENT

- Use familiar words; avoid **ALL** jargon
- If the resident is present, talk to the resident
- If talking to a family member, usually refer to the resident by the relationship ("Your mother...")

Residents & Families CONTENT – THE DATA

Mrs. Francis you are doing so well, and we are so proud of you! Over the past year, you have been a star resident in so many programs. Your participation over the past year shows us you have done exceptionally well (*based on total average score from Resident multi-month report*).

Not only that, but you participated in a total of 124 different programs (*data summary on Resident Multi-month Report*), and participated in all types of programs - physical, intellectual, emotional, social and spiritual. That's fantastic!

And are you ready for this...you participated a grand total of over 25,000 minutes last year – that's over 1 hour every day of the week!

(Resident/Family Report or Res. MM report/Data Summary /total CM)

Other Disciplines

QUALITIES

APPEARANCE

- Show your confidence - relaxed, smiling, and looking out at people
- Casually by professionally dressed (What I have to share is important)

POSITIONING

- If possible, position yourself directly opposite the key player/influencer
- Assume a body position/alignment that is similar to theirs, until you speak
- Sit tall, look at people as you speak

LOOKING

Other Disciplines

SOUNDING

TONE, TEMPO & VOLUME

- Sound confident - relaxed, no "Ums"
- Speak at a slightly faster pace than normal
- Adjust your volume "up"

CONTENT

- Use your Recreation professional words
- Use numbers, charts, etc. to convey the full scope of your impact (resident, specific program, department).

QUALITIES

Other Disciplines

CONTENT – THE DATA

Mrs. Francis has scored exceptionally well in our Recreation programs. Over the past year, her level of successful participation was evidenced by an average performance score in all activities of 2.78 out of 3. *(based on total average score from Resident multi-month report).*

The quality of her participation was also demonstrated by engagement in a total of 124 different programs *(data summary on Resident Multi-month Report)*, with participation in all 5 domains - physical, intellectual, emotional, social and spiritual. A further measure of the quantity of her participation was the number of minutes of engagement: 25,000 minutes for the year, or an average of 68.5 minutes every day of the week!

(Res. MM report/Data Summary /total CM)

Administration

QUALITIES

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APPEARANCE

- Show your confidence - relaxed, smiling
- Casually by professionally dressed (What I have to share is important to you)

POSITIONING

- Position yourself at ¼ position if possible
- Assume a body position/alignment that is similar to theirs, mirror movements
- Look directly at the person as you speak
- Strong eye contact
- Be prepared to use broader gestures

Administration

QUALITIES

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TONE, TEMPO & VOLUME

- Sound confident - relaxed, no “Ums”
- Speak at a slightly faster pace than normal
- Adjust your volume “up”

CONTENT

- Use your Recreation professional words
- Use numbers, charts, etc. to convey the full scope of your impact (resident, specific program, department)
- Focus on efficiencies, ROI, big picture benefits

Administration CONTENT – THE DATA

The Recreation Department evolved and improved over the past year. Without increasing costs, we accomplished the following:

- In response to COVID, and the predominance of residents living with dementia, 1-1 and small group programs increased by 78% over the previous year, with average resident scores of 2.79
- Resident engagement increased in frequency by 18%
- Resident activity satisfaction scores averaged over 90%
- Provided a balanced program encompassing all 5 domains
- Utilizing ActivityPro, reduced staff documentation time when recording engagement, calculating resident scores, and sharing data – with care conferences, families, accreditation, & MOH.

(Department Multi-day & MM – print the summary tables)

Inspectors

QUALITIES

APPEARANCE

- Show your warmth and professionalism - relaxed, smiling, and welcoming
- Casually by professionally dressed (Make them feel important!)

POSITIONING

- Position yourself at ¼ position if possible
- Assume a body position/alignment that is similar to theirs, mirror movements
- Look directly at the person as you speak
- Strong eye contact

LOOKING

Inspectors

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QUALITIES

TONE, TEMPO & VOLUME

- Sound confident - relaxed, no “Ums”
- Mirror their tone, tempo and volume

CONTENT

- Use your Recreation professional words
- Use numbers, charts, etc. to convey the full scope of your impact (residents, specific programs, department)
- Focus on innovations and how you addressed challenges
- Ask for their opinion; ask if they have any questions

Inspectors

CONTENT – THE DATA

The Recreation Department improved over the past year. Without increasing costs, we accomplished the following:

- In response to COVID, and the predominance of residents living with dementia, 1-1 and small group programs increased by 78% over the previous year, with average resident scores of 2.79
- Resident engagement increased in frequency by 18%
- Resident activity satisfaction scores averaged over 90%
- Provided a balanced program encompassing all 5 domains
- Utilizing ActivityPro, reduced staff documentation and dissemination time, thereby providing more time for programming with and for residents. *(Department Multi-day & MM – print the summary tables)*

(For specific resident inquiries – same data and similar explanations as for residents and other disciplines)



At ActivityPro we are committed to serving you with the respect you deserve.

We are the **ONLY** Recreation Software provider that provides:

- Evidence-based documentation that validates the effectiveness of your work at the resident, program and department levels
- A complete package of the resources you need to effectively manage your department – including scoring engagement and success, connecting with families, calendaring, volunteer coordination & PCC integration
- At a cost that represents the most value-added software program you will find anywhere!

Why are we the best?...because our starting point is as recreationists, committed to enhancing the professionalism of our discipline.

**Thank
You!**

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Quality(ies)**

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