



THE ART INSTRUCTION

The Viral Video Rules of Response

1. "If you do not want to see yourself on YouTube doing it... don't do it!"

Today technology is everywhere. Almost every cell phone has a video camera built right into the basic features. It is not unusual to see people video and post instantaneously as the event unfolds.

It is always good to consider, when putting a plan into action, what you present. If someone were watching, and recording, your response would they get the impression that this is a well-trained professional under safe self-control? Our targeted answer is always YES, no matter what the variable of the crisis in development.

2. "Always respond as if someone is watching, because usually they are."

We are first responders in the CARE professions and that puts us in front of the public view. We take care of children, medically fragile, the elderly, the mentally ill, and sometimes violent individuals. The very nature of our care calls to the public's attention. We should always remember the protective nature of the public, they often will keep an eye on us to make sure the vulnerable are safe. It's also a good idea to remember the opportunistic individuals that float throughout the public. Looking to take advantage of confusing perceptions.

We cannot control the reasons why people do what they do, but we can control our actions and make sure they are always defensible through the training we go through.

3. "All elements of your presentation should, as much as possible, mirror the calm expectation of peaceful self-control."

Some elements for the responder to keep mindful, and be self-aware of:

- Your body posture
- Your eye movements
- Your breathing speed
- Your hand movements
- Your facial expressions
- Your volume of communications
- Your words chosen

4. "Not everyone is out to get you, even good people can see the wrong thing will watching the right response from the wrong angle."

When people see crisis in motion they can quickly get confused and scared. They start to ask themselves if they should help? Is everything ok? What will happen if I do or if I don't? Your professional presentation of trained skill helps the public relax and trust that the problem is under control. Your confidence makes it easier for them to trust your response. Your calm and reassuring demeanor encourages the public to follow your lead through the crisis.

You can never dismiss the potential for the public to over react to what they think they see, and then present that response in a professional and trained manner.



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Teaching M-TAC: The Basics

Handling of attacks:

- You are in the Care Profession, you will be attacked. When it occurs its usually a verbal attack, occasionally a physical one. Scared, frustrated, and angry people can attack - there is little question of it. The actual question we must ask ourselves is will we become a stronger, more flexible person as a result of our response or will we give in to reflex actions that diminish our effectiveness.

MTAC recognizes two categories of verbal response:

1. The Verbal JAB: The process of defensive and reactionary justification of overly aggressive behavioral communication.
2. The Mirrored Expectation: Presenting the example of how to communicate through the demonstration of a controlled and planned response.

The Verbal JAB:

You can describe a Verbal JAB such as:

- a. Lashing out - using harmful and destructive words
- b. The usage of unprofessional language, to communicate your personal feelings
- c. The wild nature of the Verbal JAB disconnects you from the person you are communicating with, intent of communication gets lost and people cannot relate to your approach.
- d. The Verbal JAB is quick and easy.... and emotionally tempting, but very unproductive when seeking to negotiate.

The Verbal JAB divides the Team:

- a. Emotional attacks are perceived as insulting and off putting in approach. Those who use the defensive emotional attack towards others burn bridges, break trust, and end up alienating the very people they seek to negotiate with.
- b. Verbal JABs create a short lived "feel good" sensation after telling someone off, but the end result is usually regret and long term.
- c. Those who lean into Verbal JABs as mainstays of their communication must be careful - people never forget verbal abuse. It sinks deeper and can last a life time for some people.
- d. Those who professionally throw Verbal JABs have a very difficult time convincing the patient they are there to help.
- e. Individuals that primarily throw Verbal JABs taint the total team's ability to maintain the public's trust.
- f. Negative aggressive communication stops the flow of information across the team.



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The Mirrored Expectation:

The responder that has the ability to set the mirrored expectation early on in the process of negotiation has a greater chance of success. The mirrored expectation is a method of guidance the responder uses to maximize the potential for a positive outcome.

You can best describe mirrored expectations as follows:

- a. A purposeful use of your positive energetic view of the conversations potential and outcome.
- b. Never being resistant to a question, or purposefully ignoring that it was asked.
- c. Never dismissive of an effort to communicate.
- d. Always attempting to answer a question and never seeking to avoid it.
- e. Always focused on the possibilities of turning questions into opportunities that provide explanation and options.
- f. Always respecting the process of earning the patients respect. If you can provide them with an educated understanding of what they seek, you increase the chance they will have a deeper understanding and make it less likely they will go away.

When setting the Mirrored Expectation:

1. Always maintain your professional demeanor; never strive to keep things "personal". You cannot retract what you say, you cannot take back the emotion you vent. You can control your words and the manner they are communicated.
2. No matter how stressful your work environment, every verbal encounter is unique. Patients may congregate in your work environment because they need seemingly similar types of help, but every conversation is new and need the respect of the moment.
3. Remember the patient who just asked you the same question has no idea that you have already been asked a dozen times already. They are simply there because you agreed to help them by your profession. It is not personal.
4. Everyone gets empathy. If you provide support to 100 crisis consumed patients, then that's 100 opportunities for empathy.
5. Control encounters; don't become a victim of them.
6. Think of yourself as a contact professional who can control the situation.
7. If you can't control yourself, you can't control the situation - it starts with you.
8. You have to have self-control before you can create environmental control.
9. Respond to people; don't react. When you are responding, you have a chance to control the event. When you are reacting, the event is controlling you.
10. Never violate the equity principle. Treat people equally, regardless of age, race, appearance, or perceived ability or lack thereof.
11. Give the words you choose pause before you set them free, the quickest words to rise readily to your lips are usually reactive rather than responsive.
12. Have a targeted goal for the words and seek a positive empathetic route to communicate the goal.



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The Four Basic Types of Difficult People

Some People Can and Will be Difficult:

Learn to like difficult people. Truth is we can all be a little difficult. In the professional arena of communication when someone says "That's Wrong!" or "You can't do that to me!" try to perk up and get interested. Your professional skillsets of negotiation are about to go through a reaffirming challenge, and that is ok. Remember it's not personal, it's just confusing. You have both the ability and the information to help this person through his or her confusion.

Realize there will always be difficult people. No matter where you live or work, you will encounter people who seem like they are out to hurt others. The key is to learn how to deal with these sorts of people. Because they are impossible to avoid, it may help you identify some of the different types of difficult people so you can decide the best way to interact with them.

There are FOUR Basic Types of Difficult People, they include:

- **"Hostile"** people tend to react violently. They can be cynical, argumentative, and have trouble being in the wrong. These people thrive in power roles or as cyber bullies.
- **"Rejection-Sensitive"** folk look for insults. In other words, it's very easy to offend them. They often use textual means (email, texting) to express their dismay.
- **"Neurotic"** types are yet another breed. They might be anxious or pessimistic and often are very critical of others.
- **"Egoists"** prize their own interests first. They loathe compromise and are hyper-sensitive to personal affronts.



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Dealing with Difficult People

How to Deal with Difficult People:

- **Choose your response wisely.** Professional and emotional responses sometimes can be a complicated mix.
- **Pause for a moment.** Take a deep breath before responding to collect your thoughts and calm your emotions.
- **State your needs clearly with assertive, not aggressive, communication.** Don't give the person the opportunity to manipulate you or twist your words.
- **Continue being polite.** Be the mirrored expectation of what you hope to see in the difficult person you are dealing with.
- **Stick to the facts.** Keep a short clear narrative that is not bogged down with too much detail or emotion.
- **Minimize your interactions.** Although hopefully you can deal with your problem person, if not, limit your time in direct conversation.
- **Use your team and get help.** If you are not making headway with someone and need to do so, speak with a potential mediator.
- **Increase your frustration tolerance.** The other persons behavior is beyond your control, but you get to decide how you will react and whether to engage them. One way to do this is by increasing your frustration tolerance, which involves challenging irrational beliefs that may lead you to become stressed, angry, or lose your cool.
- **Be aware of your perceptions of others.** Instead of judging others behaviors immediately, practice empathy by stepping back and reflecting on how you would feel in his or her place. If you are sensitive to personality differences, you will be better able to handle diverse conflicts

Creating an environment for receptive communication:

When we face challenges to our abilities to negotiate; we need o