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The Five Introductions



THE FIVE INTRODUCTIONS

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TAKING AN INTEREST

You / Your
Organization

Patients

Families

Other caregivers

State elected officials

Federal elected officials

Policy opposition

Your family

Your lenders

News media / Social media

AN INTEREST CAN BE
INTERESTING

- ✓ **Understanding**
- ✓ **Memory**
- ✓ **Rapport**
- ✓ **Trust**

... And the
conversations are
somewhat predictable.

I.
“What is a Direct
Support Professional?”

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Provide a General Description

II. “Are You A Nurse?”

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III.
“Why should you
get paid more?”

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IV.

“My friend had an awful experience.”

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Address a Negative Example

V.

“Introduce me to
a patient.”

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Provide a Real-life Example

THE FIVE ~~INTRODUCTIONS~~ CONVERATIONS

- *Provided a General Description*
- *Corrected a Misconception*
- *Justified a Current Policy Focus*
- *Addressed a Negative Example*
- *Provided a Real-life Example*

NOT A
THING

when establishing rapport ...

Relationship is not instant / repeated interactions are necessary

You are not casting spells – stop searching for a miracle stat

You cannot bully, belittle, or shame people and sustain productive interaction

Always assume the sincerity of everyone you interact with – unless you can actually document the contrary

YOU HAVE
PERMISSION
TO ...

Say you don't know something (but can find out)

Get curious instead of combative

“Agree to disagree” with those who oppose you (but still make your voice heard)

Ignore party lines when speaking with elected officials acting in their official capacity

Formulate your rebuttals in the shower

YOUR VOICE IS . . .

UNIQUE
BEAUTIFUL
IMPORTANT
POWERFUL

THANK YOU FOR SHARING IT