

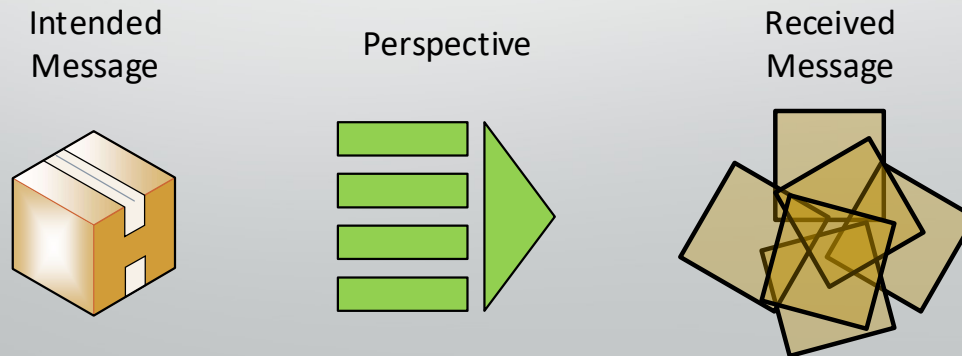
Using Advanced Communication Skills to Create a Collaborative Environment

Devin I. McElroy, Ph.D.c

Sr. Director of Quality Assurance and Regulatory Affairs for
North America at Sunrise Medical

What is Communication?

- Communication consists of two essential elements:
 1. Message being sent (sender)
 2. Message being received (receiver)



Collaboration / Cooperation

Working independently



Working cooperatively



Communication Etiquette

ALWAYS be polite!



Communication Etiquette

(continued)

- Preferential order for communications
 - Face-to-face
 - Teleconference
 - Telephone
 - Email (last resort or to reiterate verbal discussion)



Communication Etiquette

(continued)

- Do not send emails when you are upset, it will NEVER help the situation.
- Never use command, confrontational, or directive language
- If the subject matter is potentially volatile and it must be sent by email
 1. Draft
 2. Wait
 3. Re-read / review
 4. Rewrite
 5. Repeat



Active Listening Skills

- **LISTEN** first
- **TAKE NOTES** so you don't miss anything
- **ASK** clarifying questions
- **MIRROR** back in your own words
- **RESPOND** after the *sender* is satisfied



Creating a Collaborative Environment

(continued)

- Open *yourself* up to learning
- Consider *all* perspectives



People that open themselves up to learning,
can learn something from everyone;
People that close themselves off to learning,
cannot learn anything from anyone.



Negotiations



- We automatically enter into a “negotiation” any time there is a difference of opinion or a lack of understanding regarding regulations or quality practices and engineering or commercialization. Even the application and definitions for regulations can be negotiated based on interpretations.
- If conflict is expected, prepare for the conversation ahead of time:
 - Identify what are the primary goals of the conversation: (1) deliverable(s) and (2) maintaining good working relationships
 - Remove all emotional responses (this is work and push-back is not personal)
 - Use all other elements of the conversation as points to “give” during the negotiation

It is Business, not Personal

- This is a place of business
- Be Emotionally Intelligent
- All of us must achieve business goals, first and foremost
- If the person you are attempting to communicate with wants to make it personal, walk away.
- Re-enter the conversation after a cooling off period

Maturity in Professional Communications

- Do not make excuses
- Take responsibility for your actions
- Do not blame others
- Do not get defensive





Conclusion

Communication Checklist

- Talk face-to-face first
- Collaborate
- Actively
- Listen
- Negotiate
- Learn
- Remove emotions
- Be mature

QUESTIONS

Q

&

A

ANSWERS