

WP3: ICWE Training Program

Module 5 : Communication and Relationship Building



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Content

- Introduction
- Fundamentals of Effective Communication
- Building Trust and Rapport
- Conflict Resolution
- Cultural Competence

Introduction

The module aims to:

- Educate participants in the fundamentals of effective communication, such as verbal & non-verbal communication skills and active listening & empathy
- Build positive relationships with care recipients and their families as well as professional boundaries and ethics
- Identify sources and conflicts and techniques for managing and resolving conflicts
- Create an understanding of cultural differences and communication with cultural sensitivity

Fundamentals of Effective Communication

What is verbal Communication?

- The use of spoken or written language to convey information, ideas, thoughts and feelings between people
- It involves the use of words to express meaning and can occur in various forms:
 - Face-to-face conversations
 - Phone calls
 - Speeches
 - Video calls
 - E-Mails
 - Text messages
- Effective verbal communication not only depends on the words but also on clarity, tone, volume and speed of speech



Fundamentals of Effective Communication

What is non-verbal Communication?

- The use of signals and cues to express feelings, intentions and also information
- It often helps in situations where the person who is speaking and the listening person have trouble understanding each other verbally
- Types of non-verbal communication include
 - Body language
 - Tone of voice
 - Facial expressions
 - Eye contact
 - Posture and gestures

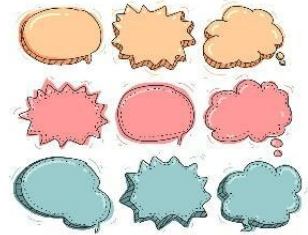
Fundamentals of Effective Communication

Verbal vs. non-verbal Communication

- **Both are essential** and complement each other but can sometimes contradict.
- **Verbal communication** conveys precise information through spoken or written words.
 - Crucial for clarity in education, business, and healthcare.
 - Can be misunderstood if non-verbal cues don't align.
- **Non-verbal communication** includes body language, facial expressions, gestures, tone, and eye contact.
 - Instinctive and often perceived as more honest than words.
 - People tend to trust non-verbal signals over verbal ones when they conflict.
- Alignment strengthens the message; mismatch causes confusion or mistrust
- In professional settings, effective communication requires balancing both to enhance persuasion, empathy, and clarity.

Active listening and empathy

- Active listening is more than just hearing words
- Involves fully engaging with thoughts and emotions behind words
- Differs from, passive listening which may only involve paraphrasing
- A two-way exchange requiring empathy and focus



Three essentials' components:

1. **Cognitive:** Paying attention to explicit and subtle messages
 2. **Emotional:** Staying calm, compassionate and managing personal emotional reaction
 3. **Behavioural:** Showing comprehension through verbal and nonverbal cues → eye contact, posture, nodding
- Creates an environment where the speaker feels genuinely heard and understood

Steps to practice active listening

1. Identify your default listening style
 - Recognizing your style helps you adapt to different conversations
2. Make an Intentional Choice to Listen:
 - Consider the conversation's goal and the speaker's needs
 - Avoid hijacking the discussion with personal stories or judgments
3. Stay Focused and Avoid Pre-emptive Responses:
 - Resist planning responses mid-conversation
 - Stay present, process fully, and ask clarifying questions
4. Continuously Refocus Attention:
 - If distracted, gently redirect focus to the speaker
 - Ask for clarification if something was missed
5. Ask Questions to Uncover Hidden Concerns:
 - Engage with open-ended questions to encourage deeper sharing
 - Demonstrates intentional and empathetic listening



The benefits of Active listening

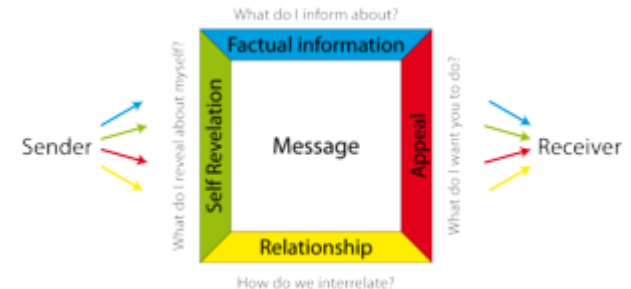
- **Better understanding of needs:** Active listening helps caregiver to recognize unspoken concerns and emotions, allowing them to respond effectively
- **Stronger connections:** Clients and their families feel respected and understood, fostering trust and a sense of security
- **Improved team communication:** clearer communication reduces misunderstandings and enhances teamwork in caregiving environments
- **Positive work culture:** Caregivers who feel heard are more satisfied and motivated, leading to better care quality
- **Conclusion:** Active listening strengthens relationships with clients, families and colleagues, improving overall care and workplace well-being

Building Trust and Rapport

- Establish trust through empathy, patience and understanding
- Learn about patients' history, preferences and needs for personalized care
- Use clear respectful communication to enhance mutual understanding
- Maintain patient privacy and independence to uphold dignity
- Set clear boundaries to maintain professionalism and prevent burnout
- Use physical contact humour and informal communication appropriately
- Be mindful of power imbalances, keeping interactions professional
- Use physical contact humour and informal communication appropriately

„4ears Modell“ communication

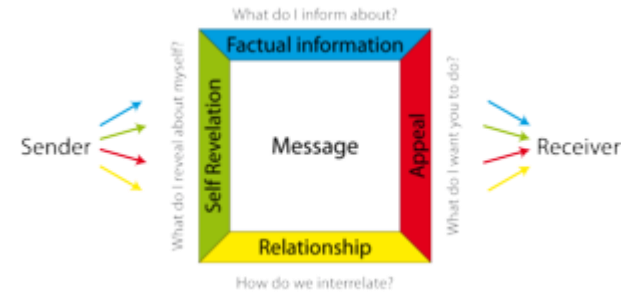
- Developed by German psychologist Friedemann Schulz von Thun
- Framework for understanding how communication can be interpreted in multiple ways depending on the listener's perspective
- Every message has four facets or „sides“
- These include:
 - the factual content
 - self-revelation
 - relationship
 - appeal



4ears Modell communication

Factual Content

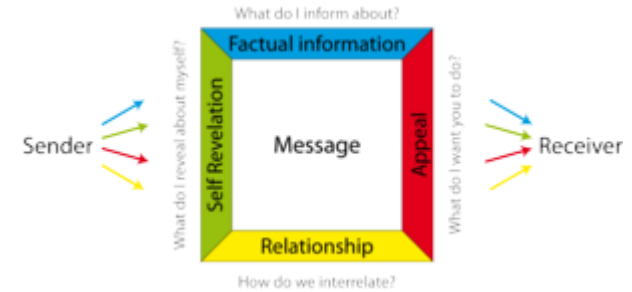
- Focus on objective information in the message
- Concerned with what is literally being said
- Answers question like: What information or data is being conveyed
- Listening with the „factual ear“ means focusing on accuracy and clarity
- Ignores emotional or relational cues



4ears Modell communication

Self-revelation

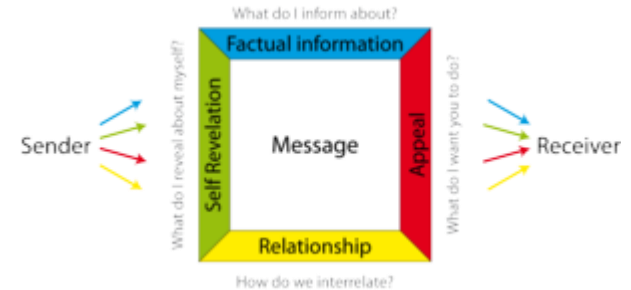
- Focus on what the speaker reveals about themselves
- Reflects emotions, beliefs, values or state of mind
- Can be intentional or unintentional
- Answers questions like: What does this statement reveal about the speaker?
- Listening with the „ Self revelation ear“ means picking up in personal cues and responding empathetically



4ears Modell communication

Relationship

- Focus on how speaker views their relationship with the listener
- Picks up on clues about attitude (e.g., respect, authority, affection, disapproval)
- Answers question like: What is the speaker implying about our relationship?
- Tone and phrasing reveal relational aspects
- Listening with the “relationship ear” means interpreting status, roles and emotional tone



4ears Modell communication

Appeal

- Focus on the speaker's attempt to influence the listener
- Answers questions like: What does the speaker want me to do, think or feel?
- Can be a direct or indirect request for action or reaction
- Listening with the „appeal ear“ means interpreting messages as calls to action or suggestions for response

Scenarios

- Scenario 1: “The Meal tastes different than usual. Did you use another recipe?”

Scenarios

- Scenario 1: “The Meal tastes different than usual. Did you use another recipe?”

- The son actually meant:

Factual level: What information or data is being conveyed?

Self-revelation: What does this statement reveal about the speaker?

Relationship: What is the speaker implying about our relationship?

Appeal: What does the speaker want me to do, think or feel?

- However, the mother perceived the following:

Factual level: What information or data is being conveyed?

Self-revelation: What does this statement reveal about the speaker?

Relationship: What is the speaker implying about our relationship?

Appeal: What does the speaker want me to do, think or feel?

Scenarios

- Scenario 1: “The Meal tastes different than usual. Did you use another recipe?”

- The son actually meant:

Factual level: "The food tastes different than usual."

Self-revelation: "I noticed a change in taste that I like."

Relationship: "I can give you honest feedback on food."

Appeal: "Now always cook my favorite food according to this recipe!"

- However, the mother perceived the following:

Factual level: "The food tastes different than usual."

Self-revelation: "I don't like the food."

Relationship: "You don't cook well."

Appeal: "Cook the food again according to the old recipe and don't experiment with it!"

Scenarios

- Scenario 2 : The red light turns green and the man says instantly: “It’s green.”

Scenarios

- Scenario 2 : The red light turns green and the man says instantly: “It’s green.”
 - The man wants to convey the following with his statement:
 - Factual level:** What information or data is being conveyed?
 - Self-revelation:** What does this statement reveal about the speaker?
 - Relationship:** What is the speaker implying about our relationship?
 - Appeal:** What does the speaker want me to do, think or feel?
 - And this is how the woman takes up the statement:
 - Factual level:** What information or data is being conveyed?
 - Self-revelation:** What does this statement reveal about the speaker?
 - Relationship:** What is the speaker implying about our relationship?
 - Appeal:** What does the speaker want me to do, think or feel?

Scenarios

- Scenario 2 : The red light turns green and the man says instantly: “It’s green.”
 - **Factual level:** "The traffic light is now green."
Self-revelation: "I am in a hurry."
Relationship: "I drive a car better than you."
Appeal: "Go now!"
 - And this is how the woman takes up the statement:
Factual level: "The traffic light is green."
Self-revelation: "You react/drive too slowly."
Relationship: "You're a bad driver."
Appeal: "Let me drive again next time!"

Scenarios

- Scenario 3: “The commissioning company expects the first results by the end of the week.”

Scenarios

- Scenario 3: “The commissioning company expects the first results by the end of the week.”
 - With regard to the individual levels, it expresses the following:
 - Factual level:** What information or data is being conveyed?
 - Self-revelation:** What does this statement reveal about the speaker?
 - Relationship:** What is the speaker implying about our relationship?
 - Appeal:** What does the speaker want me to do, think or feel?
 - However, the employee can also take the message as follows:
 - Factual level:** What information or data is being conveyed?
 - Self-revelation:** What does this statement reveal about the speaker?
 - Relationship:** What is the speaker implying about our relationship?
 - Appeal:** What does the speaker want me to do, think or feel?

Scenarios

- Scenario 3: “The commissioning company expects the first results by the end of the week.”

- With regard to the individual levels, it expresses the following:

Factual level: The deadline is Friday.

Self-disclosure: I am starting to feel time pressure.

Relationship level: I'm not sure if you have the deadline reliably in your head.

Roll call level: Be sure to remember the deadline!

- However, the employee can also take the message as follows:

Factual level: The deadline is Friday.

Self-disclosure: I am impatient.

Relationship level: You get too bogged down, you're too slow.

Appeal level: Work faster and more purposefully!

Application and Benefits of the 4 ears model

- Helps communicators consider multiple interpretations of their words
- Enhances effective communication and reduces misunderstandings
- Listeners can focus on different layers depending on the context
- Recognizing the most relevant „ear“ improves nuanced and productive communication
- Schulz von Thun’s model highlights the multi-layered and subjective nature of communication
- Understanding the four dimensions foresters clearer, more

Conflict resolution

Identifying sources of conflict

- **Information Conflicts:** Miscommunication, missing or unclear information
- **Value Conflicts:** Differences in beliefs or priorities
- **Interest Conflicts:** Competition over resources (time, space, attention)
- **Relationship Conflicts:** Impersonal tensions, misunderstandings
- **Structural Conflicts:** Organizational issues, staffing shortages, workload imbalance



Conflict Resolution

Techniques for Managing & Resolving Conflicts

- **Encourages open communication:** Foster transparency and active listening
- **Implement mediation techniques:** Use neutral parties to resolve disputes
- **Provide conflict resolution training:** Equip staff with de-escalation strategies
- **Develop clear conflict management protocols:** Standardize reporting and resolution
- **Supportive leadership:** Address structural issues and promote a positive culture



Conflict Resolution

Handling confrontations effectively

- **Stay calm & solution-focused:** Avoid emotional reactions
- **Acknowledge different perspectives:** Validate concerns to build trust
- **Use active listening:** Allow others to fully express themselves
- **Maintain professionalism:** Keep communication respectful and neutral
- **Use „I“ statements:** Reduce defensiveness and encourage collaboration



Cultural Competence and Sensitivity

Understanding Cultural Differences

- **Self-Reflection:** Caregivers must recognize their own cultural biases to better understand others, factors like eye contact, personal space and physical touch vary across cultures
- **Cultural Sensitivity in practice:** Respecting dietary restrictions, religious practices and family involvement in care is essential, small efforts, like asking about preferences, show respect
- **Language and communication:** Learning key phrases, using translation tools or involving interpreters can build trust
- **Spiritual and Mental Health Considerations:** Respecting religious beliefs and understanding cultural views on mental health create a supportive environment

Cultural Competence and Sensitivity

Communicating with cultural sensitivity

Cultural sensitivity means recognizing and respecting diverse backgrounds while adapting caregiving to meet clients' needs.

- **Key Benefits:**
 1. **Respect for Diversity** – Enhances person-centered care.
 2. **Effective Communication** – Adapting verbal and non-verbal cues fosters trust.
 3. **Higher Quality of Care** – Encourages engagement and adherence to treatment.
 4. **Addressing Health Disparities** – Ensures equitable healthcare access.



Cultural Competence and Sensitivity

Practical Strategies for Caregivers:

- **Educate Yourself:** Learn about clients' cultural backgrounds.
- **Active Listening & Empathy:** Listen without judgment and adapt accordingly.
- **Respect Differences:** Avoid assumptions and be open to learning.
- **Adjust Care Practices:** Tailor caregiving to cultural norms.
- **Manage Language Barriers:** Use interpreters or translation tools.
- **Adapt to Taboos & Sensitivities:** Be mindful of cultural taboos.
- **Promote Inclusive Communication:** Create a welcoming, respectful space.

Cultural sensitivity is an ongoing journey requiring empathy, curiosity, and adaptability. By embracing cultural awareness, caregivers enhance trust, improve patient well-being, and enrich their own professional and personal experiences.

Quiz

Question 1:

In verbal communication, what elements are important besides the words used to ensure effective communication, especially in fields like healthcare?

- A. Clarity, tone, volume, and speed of speech
- B. Facial expressions, gestures, and posture
- C. The use of complex vocabulary
- D. Avoiding all forms of nonverbal communication

Quiz

- **Question 2**

According to the Four Ears Model of communication, which "ear" focuses on the implicit or direct request a speaker may be making through their message?

- A. Factual Content
- B. Self-Revelation
- C. Relationship
- D. Appeal

Quiz

Question 3:

What is a key benefit of setting and maintaining professional boundaries in a caregiving relationship?

- A. It allows caregivers to become friends with clients and their families.
- B. It helps caregivers focus on clients' needs while maintaining their own well-being.
- C. It creates an informal environment for caregivers and clients.
- D. It minimizes the need for regular communication with family members.

Question 4:

Why is regular communication with family members essential in caregiving?

- A. It enables family members to take over certain caregiving tasks.
- B. It allows caregivers to learn and incorporate specific patient preferences, enhancing personalized care.
- C. It reduces the need for professional boundaries.
- D. It lets family members manage all aspects of the patient's care independently.

Quiz

Question 5:

What is a common cause of conflict in health and social care settings that arises from incomplete medical records or inadequate shift handovers?

- A. Value Conflict
- B. Relationship Conflict
- C. Information Conflict
- D. Structural Conflict

Quiz

Question 6:

Which type of conflict in health and social care typically stems from competition over resources like time or attention?

- A. Structural Conflict
- B. Interest Conflict
- C. Value Conflict
- D. Information Conflict

Quiz

Question 7:

Why is it important for healthcare professionals to use “I” statements during confrontations?

- A. It allows professionals to share their opinions without the need for feedback.
- B. It personalizes the conflict, making it more intense.
- C. It prevents the other person from feeling blamed or defensive.
- D. It enables professionals to avoid focusing on the problem.

Module 5: References

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