

# ***Integrating Together: Trust and Confidence***

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# Disclaimers

- 🌐 As always, I have yet to figure out how to profit from these presentations, so I have nothing to declare
- 🌐 If you have any suggestions, I am open to hearing them
- 🌐 I have no magic answers
- 🌐 *All quotes are from a single author*

# Objectives

- 🌐 Understand barriers and obstacles to a fully interconnected, integrative system
- 🌐 Discuss potential solutions for improved integration
- 🌐 Network with others to achieve higher ordered integration
- 🌐 Interactively demonstrate functional integrative strategies

A silhouette of a person in a yoga pose, with arms raised and hands joined at the top, set against a sunset background over a body of water. The sky transitions from a bright yellow near the horizon to a deep blue at the top. The water is a dark blue, and the horizon line is visible in the distance.

# Integrative Wellness

- 🌐 This is a team journey
- 🌐 You will be asked many questions
- 🌐 Your wisdom will help

# Thoughts on Integration

- 🌐 Integration is the natural state
- 🌐 We have learned to work In isolation
- 🌐 Research is the best friend of integration
- 🌐 I have seen integration begin to work
- 🌐 Integration works better than can be imagined

# Integration is Impossible

 *Don't ever become a pessimist,*

*... a pessimist is correct oftener  
than an optimist, but an optimist  
has more fun*

*... and neither can stop the march  
of events*

# Do you believe?

- 🌐 Do you trust in Integrative Wellness?
- 🌐 Do you trust everything?
- 🌐 Do you trust everyone?



# If Integration is Possible, Why is it so Hard to Do?

🌐 Trust is Missing

🌐 Practitioners

🌐 Clients

🌐 Payors

🌐 Ourselves





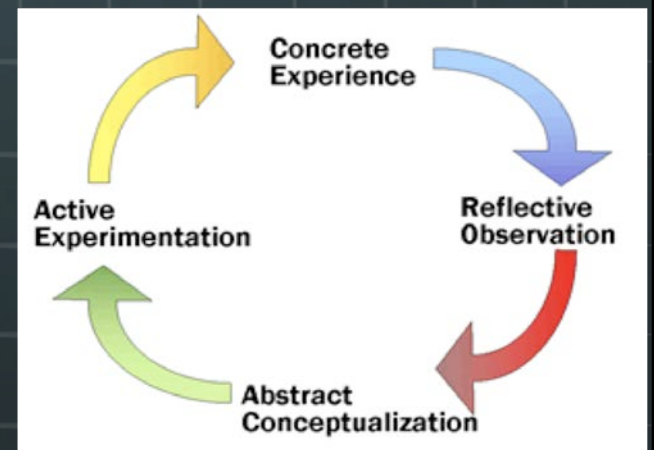
# What is Trust?

- 🌐 Trust is objectively earned
- 🌐 Trust requires constant nurturing
- 🌐 Distrust is always easier than trust
- 🌐 Trust does best with verification



# Experiential Learning

- 🌐 For the next several minutes, everyone needs to begin to think about how we could possibly integrate with each other
- 🌐 Your participation is required









# Let's Define a System



- 🌐 **Six Volunteers**
- 🌐 **Each volunteer represents a provider**
- 🌐 **Each has a goal of helping and staying in business**
- 🌐 **Each is dependent upon their clients**

# A Small World to Integrate







## Six Providers

-  Red
-  Orange
-  Yellow
-  Green
-  Blue
-  Purple



# A Small World to Integrate

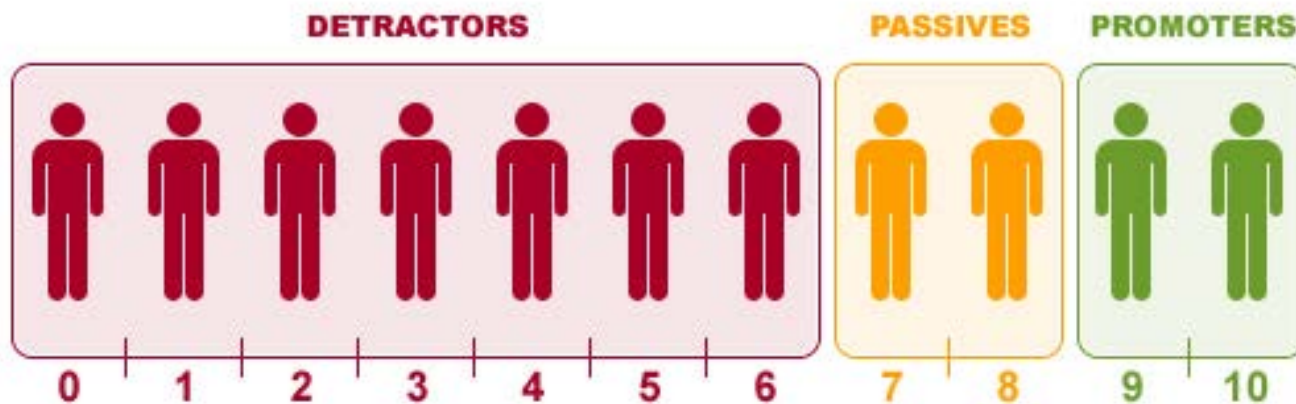
## Six Types of Clients

-  Red
-  Orange
-  Yellow
-  Green
-  Blue
-  Purple



# Clients

- 🌐 Love what you do – recommend you
- 🌐 Like what you do – come back to see you
- 🌐 Don't like what you do – don't come back
- 🌐 Hate what you do – tell others to hate you



# Back to the Demo

## For a Red Provider

- Red

  - Recommend

- Orange/Purple

  - Come back

- Yellow/Blue

  - Don't come back

- Green

  - Negative recommendation



# What is the Outcome?

- 🌐 **Clients who are a good fit**
  - 🌐 **Remain clients**
  - 🌐 **Some recommend you to others**
  - 🌐 **More recommendations mean more clients**
- 🌐 **Clients who are a poor fit**
  - 🌐 **Don't come back**
  - 🌐 **Some hurt your business**
  - 🌐 **Clearly do not help your business**



# How Do We Improve?

- 🌐 Don't, Just Keep Doing the Same Thing
- 🌐 Change the Clients
- 🌐 Change Ourselves
- 🌐 Change the System



# Change the Clients

- 🌐 Find those who will like you
  - 🌐 How do we find them?
  - 🌐 How do we get them to try what we offer?
- 🌐 Avoid those who don't like you
  - 🌐 How do we find them?
  - 🌐 How do we not make the situation worse?

# Change Ourselves

- 🌐 Do what we do better
  - 🌐 How do we get better?
  - 🌐 What would that do to our scenario?
- 🌐 Tell others how much better we are
  - 🌐 How does this change the story?
  - 🌐 How do we not make the situation worse?

# Change the System


- 🌐 What could we change in the system?
  - 🌐 What would make things better?
  - 🌐 How can we address the issues?
- 🌐 Tell others how much better we are
  - 🌐 How does this change the story?
  - 🌐 How do we not make the situation worse?

# Back to the Demo

- 🌐 What would like to do with clients that will not benefit from what we offer?
  - 🌐 Kill them?
  - 🌐 Help them?
- 🌐 How can we get more of the clients that will benefit from what we offer?
  - 🌐 Advertise for them?
  - 🌐 Change the system

# Suggested Solution

## Trust

-  Trust that other providers have the same goals as you

## Make Outreach Efforts

-  Interact with other providers, find out who does what



# Suggested Solution

- Refer clients to the Other Providers
  - Often
  - As quickly as you realize that the client could be better served
- Express Gratitude
  - Provide follow up to those that refer to you
  - Be positive, always positive, about other providers


# Back to the Demo

- 🌐 What happens if you refer the clients that aren't going to come back anyway?
- 🌐 What happens if you refer the clients that will come back anyways?
- 🌐 What happens to the system if we change the way we interact with each other?





# But This Is Only a Demo

- 🌐 Clients are not as easy to figure out as colored beads
  - 🌐 Providers are not as easy to figure out as colored beads
  - 🌐 How can we find out more about our clients and ourselves?
- 

# Client Outcome Research


- 🌐 Provides needed information to identify what works and for whom
- 🌐 Allow better decision making at all levels, particularly referrals
- 🌐 Provides support to have payors cover the services
- 🌐 Allows us to do what we want to do better



# Leap of Faith



# Confidence

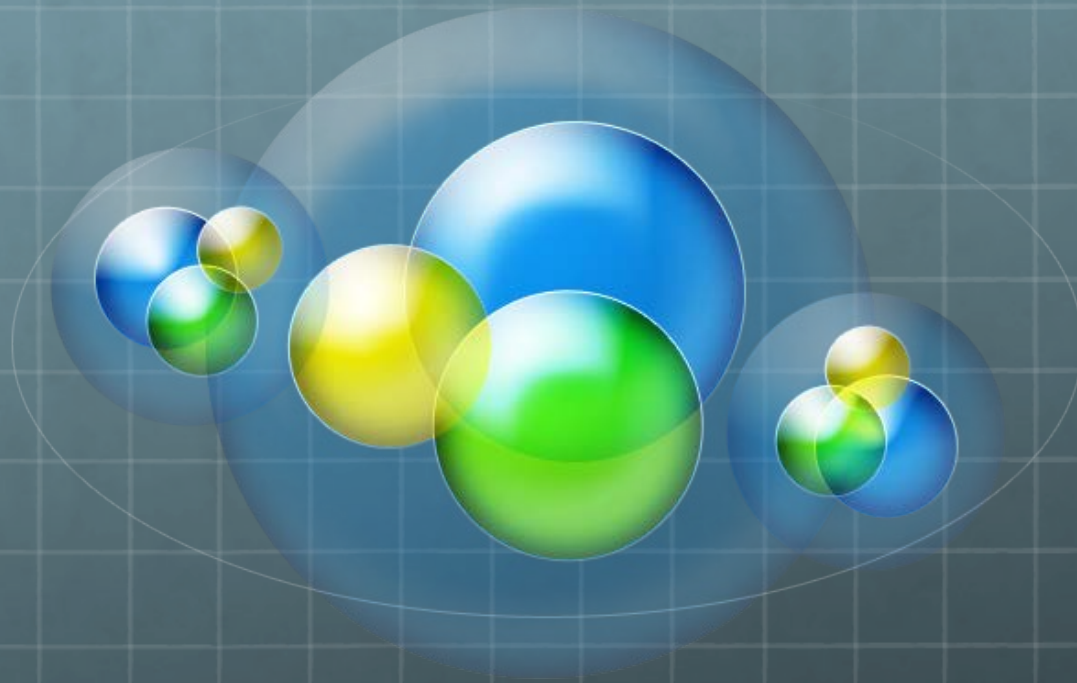
-  *Audacity, always audacity. When I was in high school, I won a debate by quoting an argument from the British Colonial Shipping Board. The opposition was unable to refute me - because there never was a British Colonial Shipping Board.*

# What is Confidence?

- 🌐 Confidence is the belief that what you do will work and be helpful
- 🌐 It is the result of earned trust
- 🌐 With confidence, the system will be changed

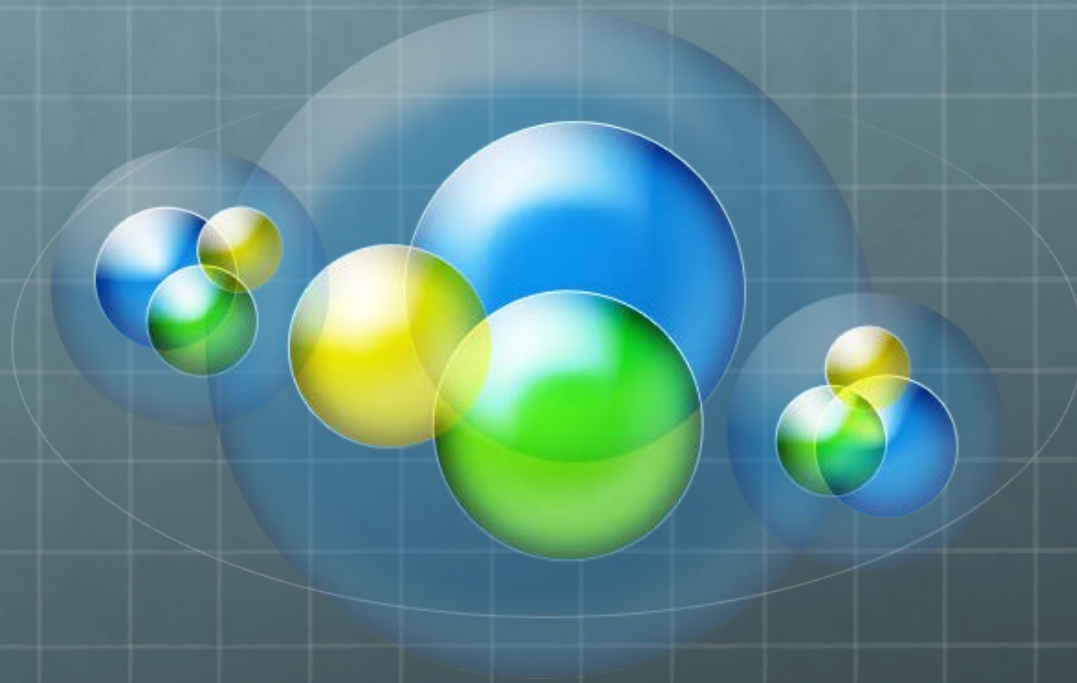
# Warning

- 🌐 *What are the marks of a sick culture?  
It is a bad sign when the people of a country stop identifying themselves with the country and start identifying with a group. A racial group. Or a religion. Or a language.  
Anything, as long as it isn't the whole population.*



# Questions

Quotes were from Robert Heinlein



**Thank You**



# How Is Trust Damaged?

- 🌐 *What is supposed to happen in a democracy is that each sovereign citizen will always vote in the public interest for the safety and welfare of all*
- 🌐 *But what does happen is that (they) vote in (their) own self-interest as (they) see it...*