

Why This Matters:

This exercise is about upgrading your verbiage to match your value. Every word you say inside this practice carries weight.

To the patient, **your words = your leadership.**

To the team, **your words = your ownership.**

And to yourself, **your words shape your confidence.**

As you participate in this exercise, be mindful of the following reflections:

1) Where do you notice your words being unclear, passive, or uncertain?

2) How can you better lead your patients to life-changing outcomes?

PART 1: “Say This, Not That” Roleplay

1. Review these common phrases.
2. Reflect and Roleplay a scenario where you catch yourself saying the “Don’t say” list.
3. Now Roleplay the upleveled scenario using stronger verbiage and practice redoing your real patient conversations.
4. Finally rewrite your OWN upgraded version that feels natural, confident, and clear.

Don't Say This...	Say This Instead...	Your Version
“Sorry... Unfortunately ... no, but...”	“Great question... A lot of people ask that, let me clarify... Here’s what we can do....”	<hr/> <hr/> <hr/> <hr/>

Don't Say This...	Say This Instead...	Your Version
"Do you want to schedule that?"	"Let's go ahead and reserve time now so there's no delay."	<hr/> <hr/> <hr/>
"It's just a small problem."	"We've caught this early, great news, it's easy to fix now."	<hr/> <hr/> <hr/>
"Your insurance might not cover it."	"Let's focus on what's best for your health and we'll help you maximize your benefits on the way."	<hr/> <hr/> <hr/>
"I don't talk about insurance, only clinical."	"Our amazing TC will help with that, she is really good at helping our patients make it happen."	<hr/> <hr/> <hr/>
"We'll check your insurance first."	"We will max your insurance anyway, so it's important we make a health based decision."	<hr/> <hr/> <hr/>
"We can't get you in until...."	"Our next available opening is x, let's get that secured for you."	<hr/> <hr/> <hr/>
"Do you have any questions?"	"What questions can I answer for you before we move forward?"	<hr/> <hr/> <hr/>
"We'll call you."	"Let's schedule a date and time to reconnect while you're still here."	<hr/> <hr/> <hr/>

PART 2: Personal Language Audit

Take 10 minutes to reflect on your *own* communication habits.

1. What's one phrase you say out of habit that you want to retire?

→ _____

2. What new language could you use to create more confidence or clarity?

→ _____

3. What do you want your words to say about YOU — as a professional, a teammate, a leader?

→ _____

PART 3: Final Team Reflection

As a group, everyone take turns and share at least one Verbiage Uplevel decision going forward.

If you have time, reflect on these discussion questions as a team.

- What phrases from Part 1 do we hear most in our office?
- Where are we letting unclear or passive language block progress?
- What's one phrase we can all eliminate (and uplevel) starting now?