

# ALLYSHIP

*The life saving art of effective communication*

A SERIES OF WORKSHOPS BY RACHEL CALLANDER AND NATHAN MADDIGAN

# ALLYSHIP

*is a practice-changing communication program for health-care professionals.*

ALLYSHIP was developed by Rachel Callander and Nathan Maddigan in response to the thousands of conversations they have had with health professionals, patients and parents the world over, who are all seeking the same goals:

- Better health outcomes for patients
- A healthier environment for health professionals
- To be heard, listened to, and encouraged
- Knowledge transferred successfully, with respect and trust
- A human-centric system that focuses on needs, strengths and best-for-all solutions
- The minimisation of unnecessary pain and trauma
- Cost savings
- Life savings

**It advocates a best-for-all approach, which acknowledges each player in a relationship, the boundaries that are required, and the skills and intuition each party can bring to the table.**

It's a reciprocal relationship that aims to keep the power balanced, and uses the relational tools of humanity, rather than the hierarchical devices of a customer service model.

Although the research is clear about the immense role communication plays in health outcomes, the solutions are not so simple. There is no easy fix, or one-size-fits-all prescription. Because none of us are the same size. You, and your team, are unique, and require your own unique design.



Your pathways will be as explicit as your own personalities, and to that end, this program has been created to facilitate these discoveries.

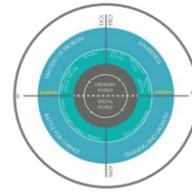
The **ALLYSHIP** program will guide you and your team through a range of perspectives and exercises to evaluate your current communication climate, and empower everyone to take personal responsibility for growth and change.

**Using a blend of research, behavioural models, storytelling and photography, this program is both engaging and transformational.**

Reaching deep for best-for-all approaches, teams are rewarded with ownership of the results, value in the roles they play, and improved relationships in and out of their workplace.

## CHARACTERS IN CONFLICT

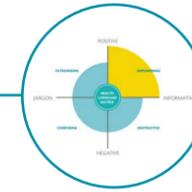
Understanding the tools of story will directly affect how we manage conflict, fear, and our relationships with those around us, and ourselves.



## FIRST DO NO HARM

Our language shapes our landscape.

The words we speak influence the behaviour, attitudes, and beliefs of ourselves and others. We have a responsibility to manage this power with care and diplomacy.



STORY

LANGUAGE

BEHAVIOUR

## ACTIONS ARE SYMPTOMS

Negative behaviours have deeper, primary causes.

Acknowledgment of the holistic nature of behaviour allows both parties to move forward with respect and trust.



## ACTIVE EMPATHY

Compassion is the practical application of empathy.

It can be learned and rehearsed, built into habits and systems, and need not take an emotional toll on those employing it.

COMPASSION

HOSPITALITY

## HOSPITAL(ITY)

The Latin root of the word hospital is 'hospes', and hospitality has the same etymology.

The word carries with it a sense of care, respect and the kindness of strangers.



## WHO YOU ARE MATTERS

We each have unique attributes, and it is this diversity that gives a team its strength, and allows community to thrive.

What's your Super Power?

Modules can be taken as a stand-alone half-day workshop, or in combination

ALLYSHIP  
CONSISTS OF 6  
MODULES

IDENTITY

## CHARACTERS IN CONFLICT

The role you play in your own life story should be chosen deliberately and wisely. Too many of us are playing smaller, weaker parts - those of victims, or villains, or heroes without compassion.

It affects how we relate to others, and it hampers our progress. And most often, we don't even realise we are playing these roles.

Storytellers have spent thousands of years studying how humanity thinks, feels and is moved to act. The power of a great story lies not in a lack of conflict for the character, but in the transformation within the conflict, and often because of it.

Understanding the tools of story will directly affect how we relate to those around us, how we manage conflict and fear, and will allow us to empower others towards their best outcomes.



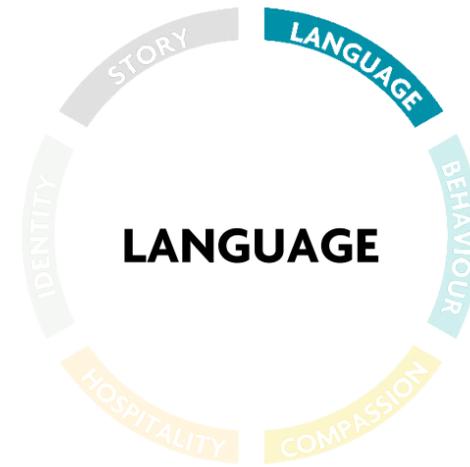
## FIRST DO NO HARM

Our language shapes our landscape.

The words we speak influence the behaviour, attitudes, and beliefs of ourselves and others. Within high-stakes contexts, such as the sharing of difficult information, our words carry an enormous emotional weight. They can alienate and add trauma, or they can honour and empower.

We have a responsibility to manage this power with care and diplomacy.

"I always think of those words and phrases as the scars that they've left behind." - Rhee, Parent.



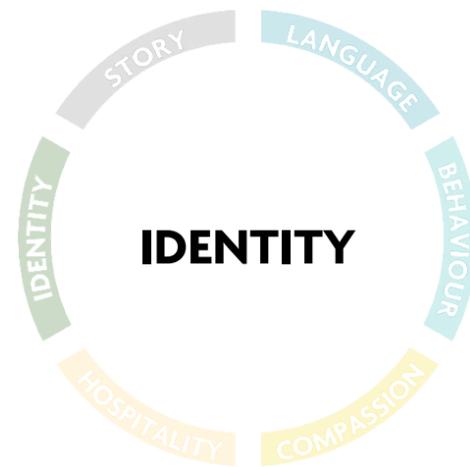
## WHO YOU ARE MATTERS

Our society has narrowed the scope of the word "normal" so significantly, that our dictionaries are left with the bland descriptive of "approximately average" and this average-ness has become the most common stick against which we measure ourselves and others.

It is a fear-response, resulting in comparison, judgement and hierarchy, and does nothing to encourage the broad and deep diversity that is present in all of humanity.

No one is "normal", and we should not aspire to be so. We each have unique attributes, and it is this diversity that gives a team its strength, and allows community to thrive.

Best practice in healthcare requires an urgent self-review on our unconscious biases, and the labels we use for difference, diversity, and disability.



## ACTIONS ARE SYMPTOMS

Judgement. Arrogance. Blame. Bullying. Dismissiveness. Entitlement. Anger. Frustration. Mistrust. Shame. Guilt. Fear.

Negative behaviours are often symptoms of deeper, primary emotions. By acknowledging the holistic nature of a behaviour, we allow both parties the opportunity to meet each other where they're really at, and move forward with respect and trust.

The solution to negative behaviour is a lot more nuanced than simple disciplinary action.

It requires a relational skillset, not just a bureaucratic one.



## HOSPITAL(ITY)

The Latin root of the word hospital is 'hospes', and hospitality has the same etymology. The word carries with it a sense of care, respect and the kindness of strangers.

Decades of research support a broad, holistic approach to doctor-patient communication, that not only includes data gathering and patient education, but also behaviours such as open and empathetic enquiry, relationship building, and patient activation.

When the values of all parties are respected, the best health and wellness outcomes can be achieved for the patient, and for the health professional.



## ACTIVE EMPATHY

Compassion is the practical application of empathy. It can be learned and rehearsed, built into habits and systems, and need not take an emotional toll on those employing it.

Since we all process information through our own unique filters, based on knowledge, experience, status and culture, we are rarely aligned.

Compassion builds a bridge between our differences, allowing clearer communication and more collaborative and positive outcomes.

Studies and research worldwide all confirm the critical need for compassion in healthcare, and the powerful influence it has on the health outcomes of all parties.





*“You have revitalised and revolutionised my clinical approach to my patients.”*  
— A/Prof David McDonald, MBBS FRACP DA(UK)

*“[Rachel] gave everyone a blueprint to really shift the way in which we, as a rare disease community interact and communicate with the world of healthcare.”*  
— Kendall Davis, Global Genes

### Allies.

Please get in touch, and over coffee or via a video call we will talk through your specific challenges and aspirations, and build a tailored program to deliver the best solutions for you and your team.

We advocate behavioural change, but not guilt or judgement. Our solutions are openhearted, easily actionable, and highly empowering for every member of your team.





# Rachel Callander

RACHEL CALLANDER IS AN AWARD-WINNING SPEAKER, TRAINER, AUTHOR AND PHOTOGRAPHER.

Together with Nathan Maddigan (photographer, author, designer, trainer), Rachel delivers unique training experiences that are honest, illuminating and compelling.

She draws from a range of perspectives, that include:

1. Her motherhood to her late daughter Evie, and the years of experience as a parent in the health system.
2. Her perspective as an artist, applying right-brained emotional strength to a conversation often filled with left-brained statistics and facts.
3. The Thought Leadership Business School, where she learned to assimilate ideas and values into actionable strategies.
4. Stories gathered from hundreds of hours of interviews with families of children with rare conditions across Australia and New Zealand.
5. Relationships with health professionals and industry leaders internationally.

*Get in touch!*

[RACH@RACHELCALLANDER.COM](mailto:RACH@RACHELCALLANDER.COM)

+61 420 583 245

[WWW.RACHELCALLANDER.COM](http://WWW.RACHELCALLANDER.COM)