



Turning Information into Strategy

A strategy is a plan of action to achieve a goal.

Example 1.

- *Goal:* To engage Jack in meaningful communication, and/or to distract.
- *Information:* “Jack was a carpenter for 25-30 years. He made woodcrafts for charity, and made his own crutches.”
- *Strategy:* Add to the above “Talk with Jack about carpentry and he will relax and co-operate.”

Example 2.

- *Goal:* To communicate successfully with Joan.
- *Information:* “Joan has a hearing loss which makes communication in group situations difficult. Prefers one to one communication. Dislikes crowds and group situations.”
- *Strategy:* “Joan has hearing loss. Try to limit the surrounding noise when you speak, and look at her so she may lip read. Give her time to respond.”

Example 3.

- *Goal:* To respect Bill, to keep him calm, and to support his independence.
- *Information:* “Bill doesn’t want to be ‘babied’. He gets angry if he is ignored or treated as a person without intellect.”
- *Strategy:* “Bill wants to retain as much independence as possible. Encourage him to use the physical capacity he still has. Keep his walking aid handy to the bed. If Bill seems angry, talk with him calmly, answer his questions as best you can, and give him time to respond.