

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the left and right sides of the page, framing the central white area where the text is placed.

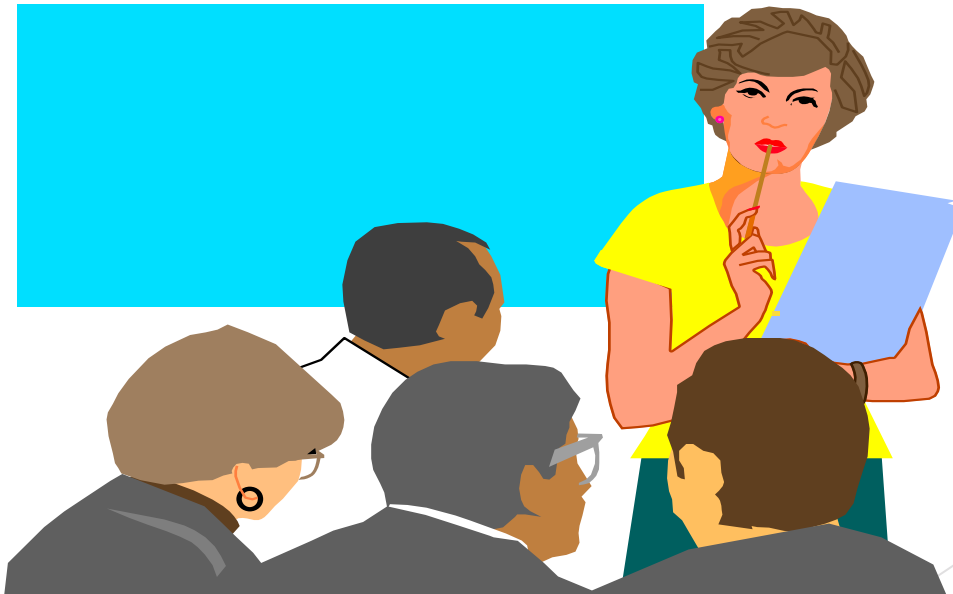
Communicating Effectively: A Primer

Overview

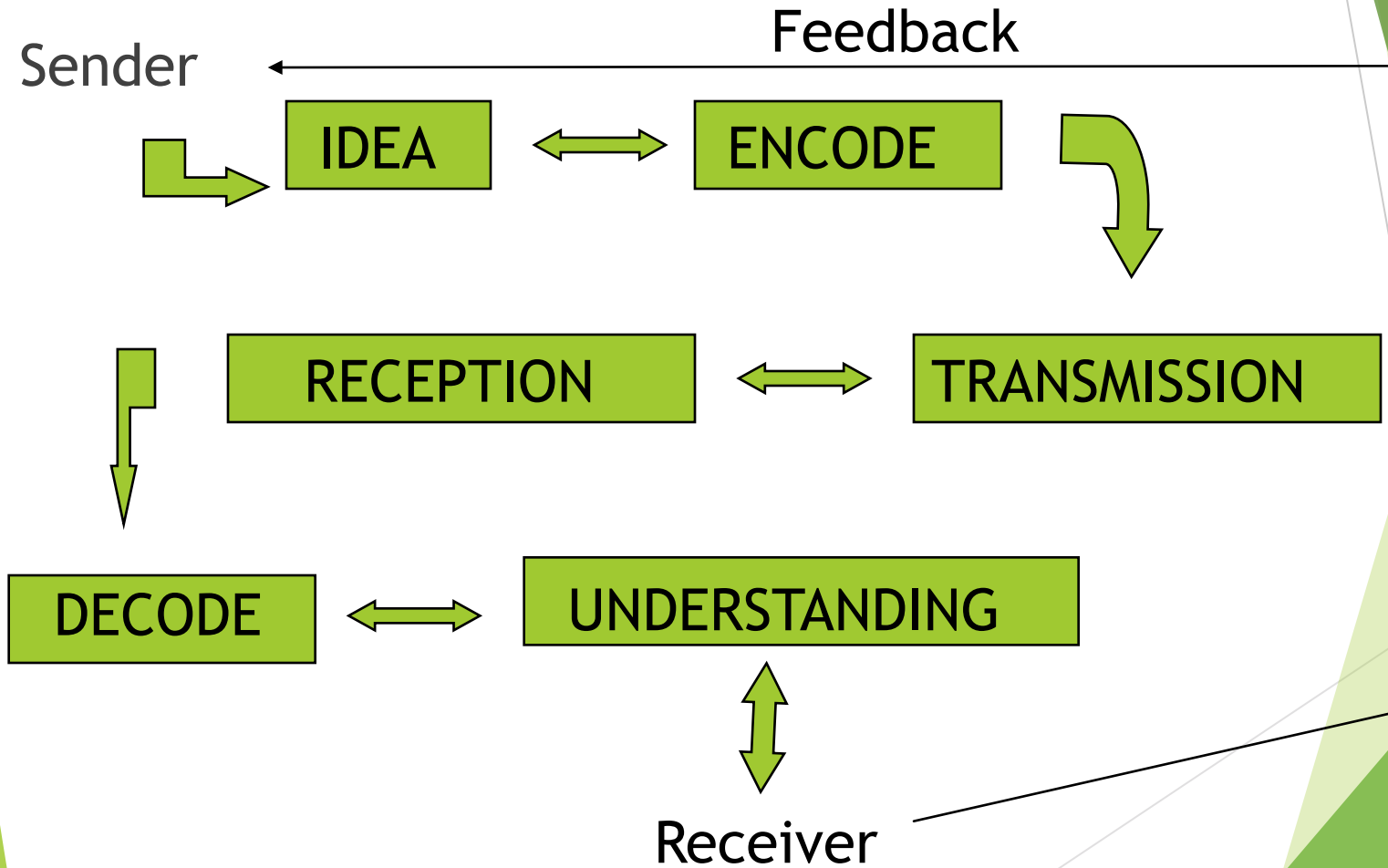
- ▶ The Art and Science of Effective Communication
- ▶ Strategies for Success
- ▶ Exercise- Individual responses to Scenarios

Communication: A definition

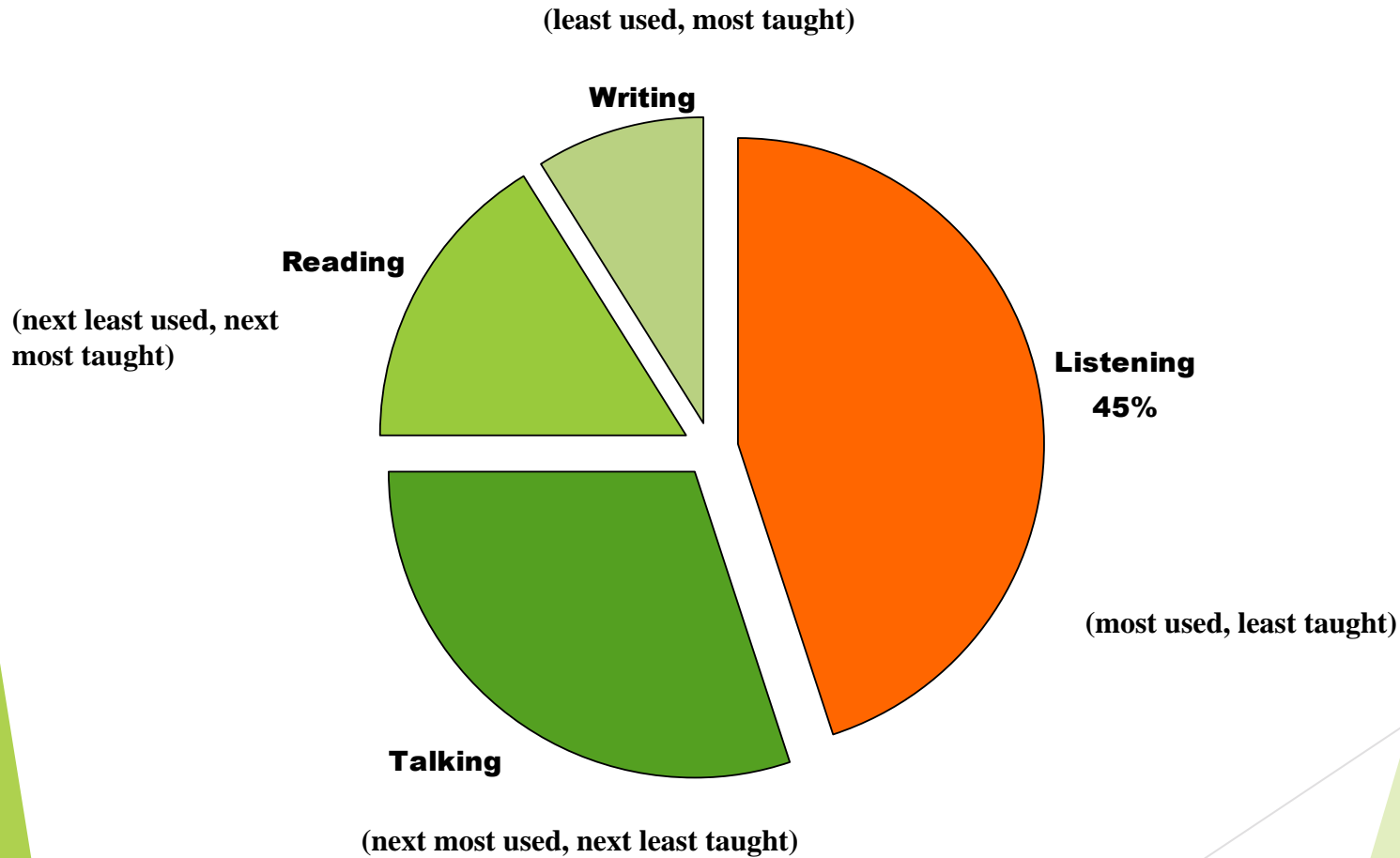
- ▶ The act of transmitting information, ideas and attitudes from one person to another



The Communication Process



Distribution of Communication Activities by Frequency of Use and Instruction



Barriers to Communication

- ▶ You must be aware that no message is received in its *pure* form.
 - ▶ People listening to your carefully developed messages may magnify, modify, misinterpret or even ignore them
 - ▶ People will select the information they want and then make it fit into their own perception of the topic

Barriers to Communications

Barriers between speaker and listener also exist due to:

- ▶ different backgrounds
- ▶ different education
- ▶ different levels of interest
- ▶ different intelligence
- ▶ lack of mutual respect
- ▶ different age, gender, etc.
- ▶ lack of skill on part of communicator
- ▶ lack of skill on part of listener
- ▶ lack of background information

Communication Do's

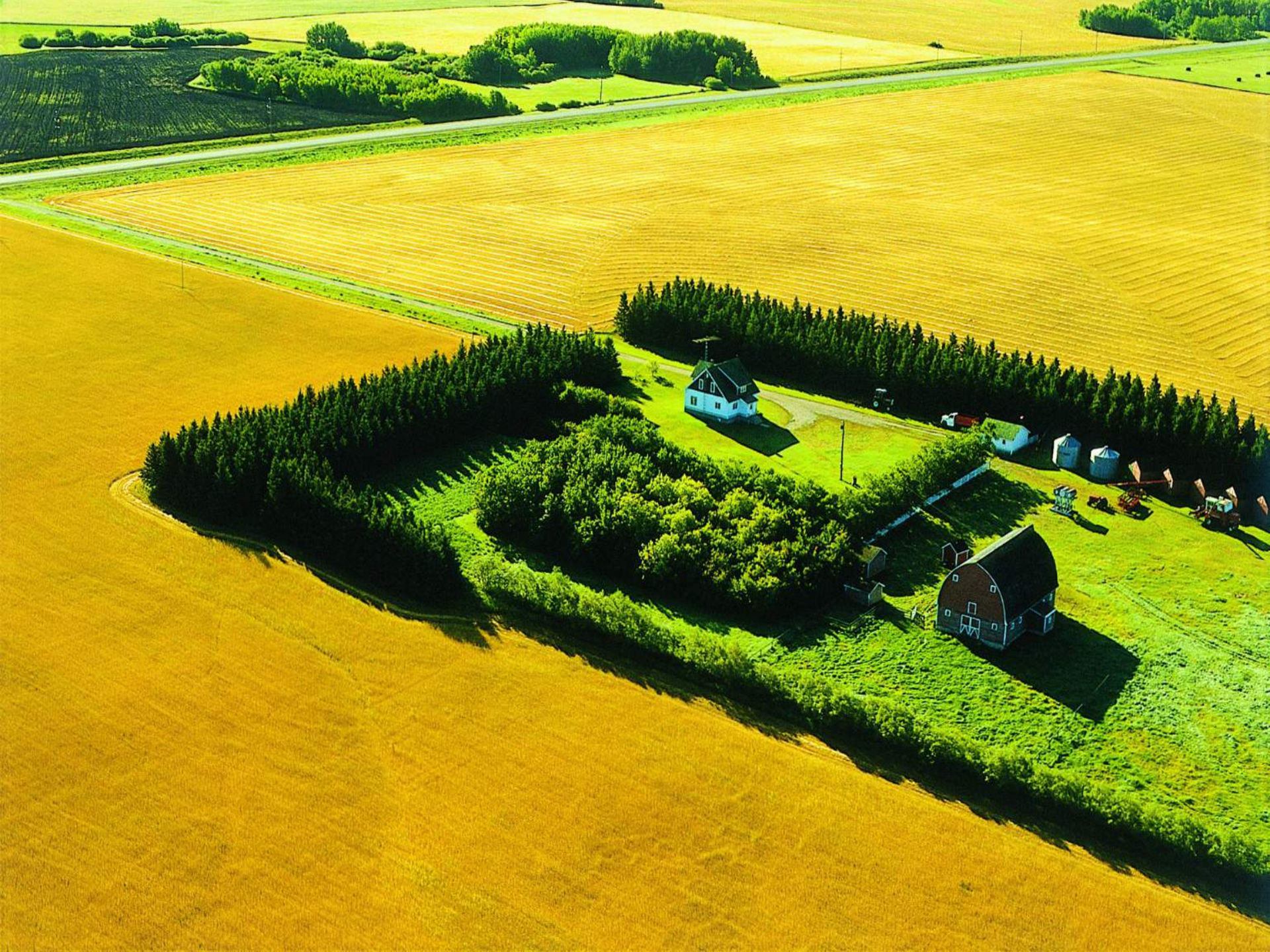
DO:

- ▶ Show empathy and caring
- ▶ Use facts & personalize them where relevant
- ▶ Be passionate, but remain rational
- ▶ **BE YOURSELF**

Communications Don'ts

DON'T:

- ▶ Use jargon and stay away from acronyms
- ▶ Over answer (verbal run on)
- ▶ Be condescending (don't talk down to people)
- ▶ Assume your audience understands the issue
- ▶ Misrepresent or lie!



Individual Messaging Exercise: Finish the story...

For each scenario:

- Discuss the scientific facts at your table
- Construct a 10-15 word statement to accurately respond.
- Share with the group

Scenario #1



You are in the buffet line at your family picnic enjoying the beautiful summer breeze. Your favorite aunt is just in front of you. She stops, holding up the whole line, and finally says, annoyingly, *‘Everything here is made from grains that are killing my brain.’* You smile, and kindly share with her



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Scenario #2



You are standing at the bread section in your local grocery store, scanning the sea of products for your favorite. A couple enters the section debating the cost v nutrition benefit of spending twice the money for 100% whole wheat bread over white bread. Her position: the whole wheat packs in extra nutrition making it a no-brainer. His position: it's all the same - carbs - and not worth the extra money for the bread that doesn't taste as good. You smile, and kindly share with them...



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Scenario #3



- ▶ You are visiting a close friend and her family. One of her kids ask if he can have one of the chocolate chip cookies you brought to which she replies, ‘No, *remember how we talked about the glue stuff (gluten) that is in them causes ADHD.*’ You smile, and kindly share with her ...



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