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

Sender

IDEA → ENCODE → TRANSMISSION

RECEPTION ← UNDERSTANDING ← DECODE

Receiver

Feedback
Distribution of Communication Activities by Frequency of Use and Instruction

- **Talking**: 45% (most used, least taught)
- **Listening**: (least used, most taught)
- **Writing**: (next least used, next most taught)
- **Reading**: (next most used, next least taught)

*Note: The percentages and labels are approximate and may vary slightly.*
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 vs 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 asks 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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