

Communication and Connection in Science

Turning the Tide 2018

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Shift your **focus**:

Its not about you –
they have to catch the ball

HEAR

Are you LISTENING?

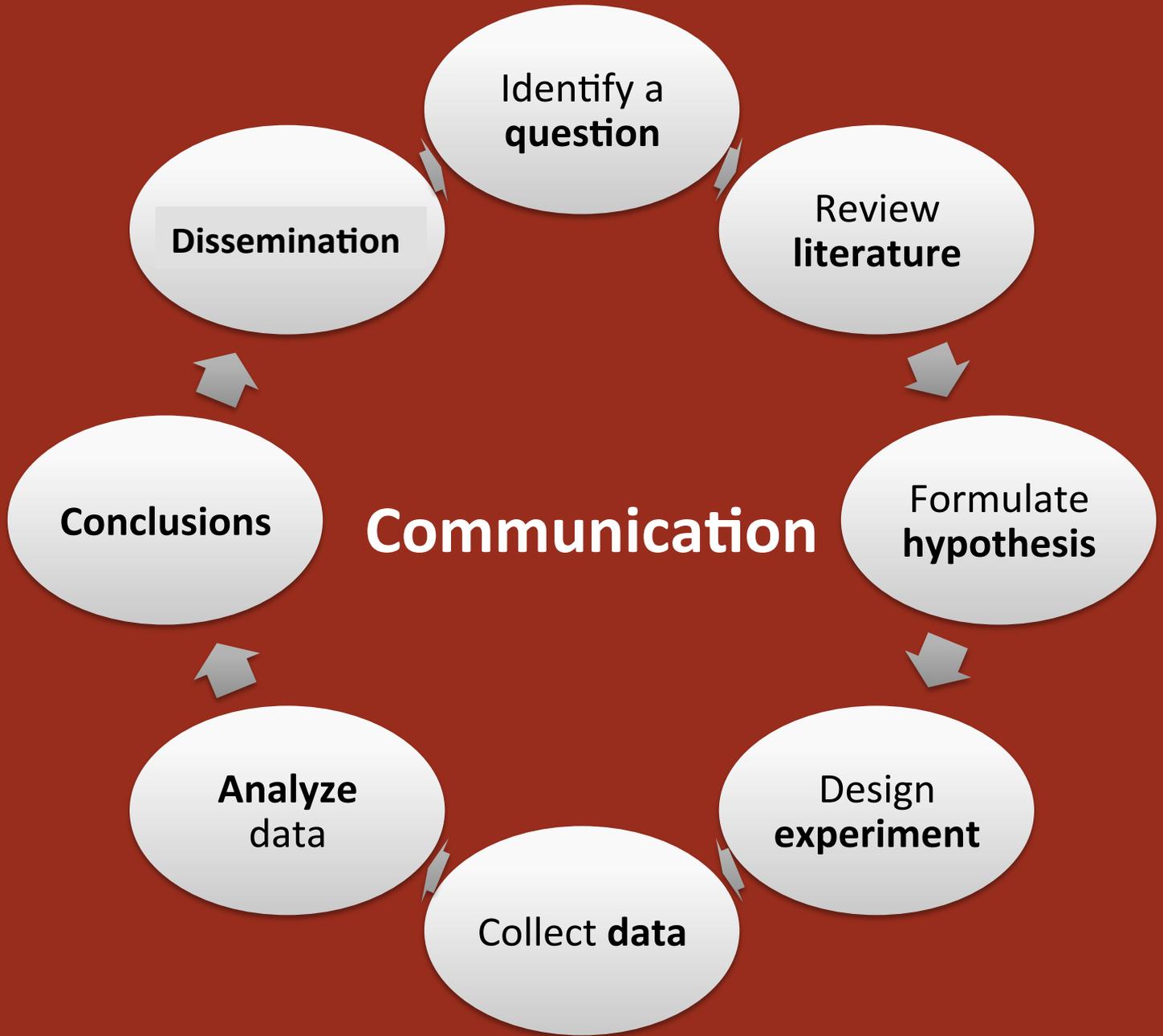


Communication = Empathy and Clarity



Communicating Health: Why does it matter?

Finish the sentence
If I succeed then....



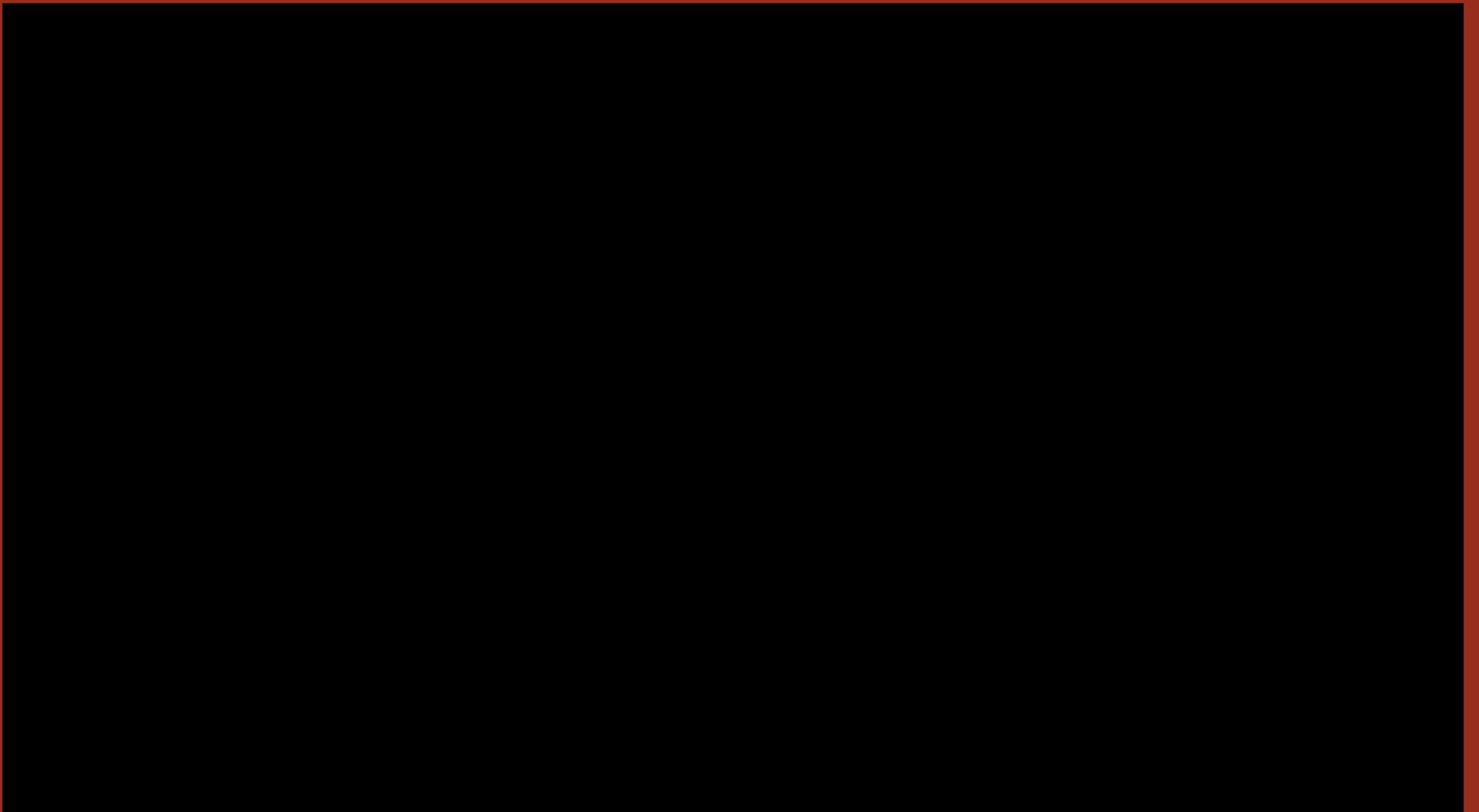
So what's the **problem**?

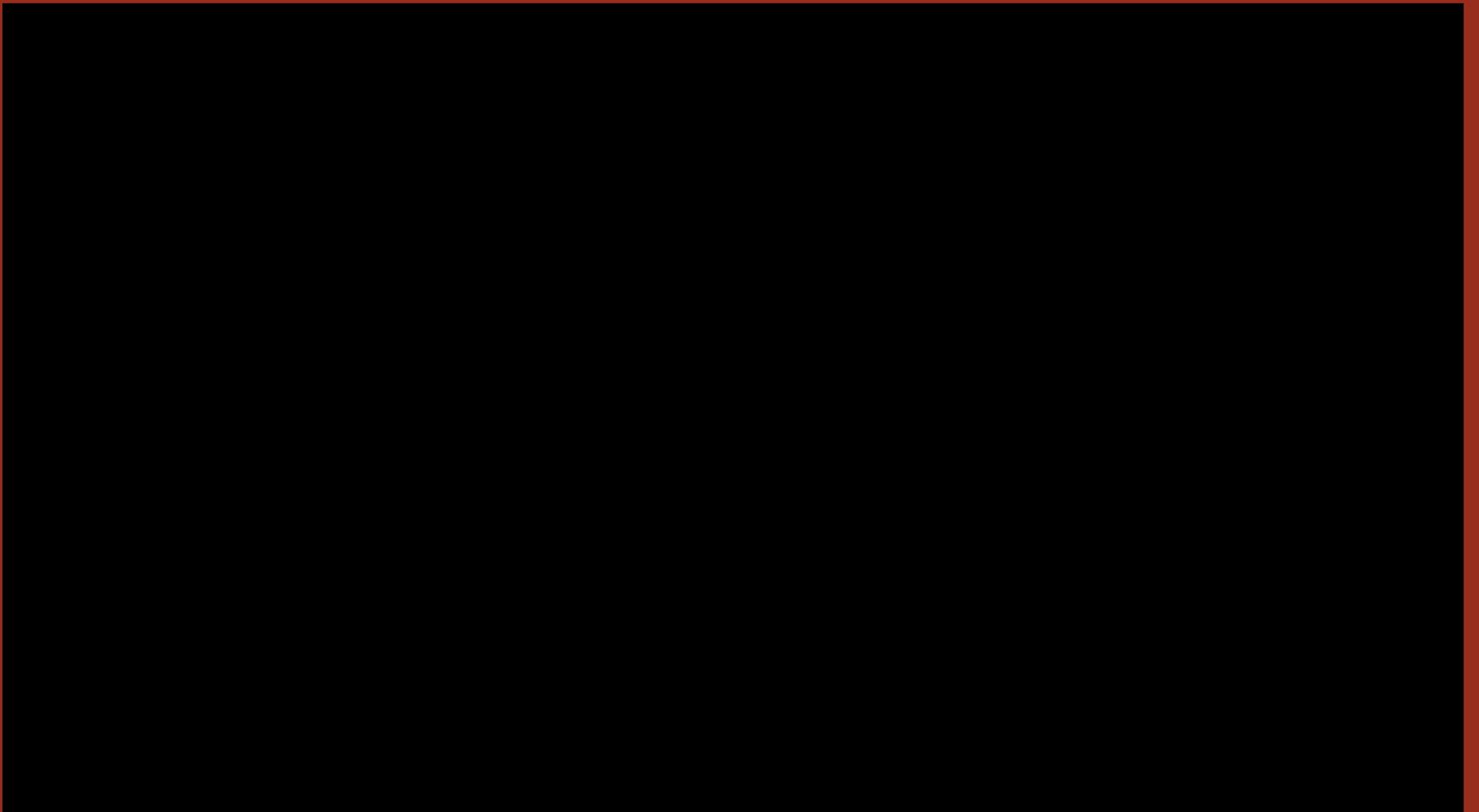
Know your audience

Do your homework. Dig deeper. Ask questions. Listen.

Know your goal

Make it clear, appropriate, timely. Make it about them.





The Many Whos I am

Think

Feel

Do

The basics

The **big picture**, not technicalities

Why it matters: **So what?**

Avoid jargon, use **everyday language**

Make us **care**: build common ground

Be vivid: language, metaphor, example

Get personal: *I not We*

Make it stick: **emotion and story**