

RESEARCH 102

Session 1:

Effective Communication, Leadership, and Professionalism

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1

Describe **various types of communications** and how to **select the appropriate one(s)** based on **your audience**

2

Identify the **importance of the relationship** between **communication, leadership, and professionalism**

Learning Objectives



1

Improved Work/Learning Environment

- Better interpersonal interactions
- Improved customer service experiences
- Greater clarity between supervisor and employees, providers and patients, or professors and students

Benefits of Communicating Effectively



2

Correct Information is Disseminated

- Fewer misunderstandings
- Less questions asked on the back end
 - Trust and confidence are built up
 - Problems are avoided

Benefits of Communicating Effectively



Word of Mouth

Email (via department, college, campus, etc.)

Social Media (post or stories)

Advertisement (print or digital)

News Article

Banner (retractable, exterior, table top, etc.)

Daily Digest

Digital Boards (in campus buildings)

Billboards

Events Calendar

Flyer/Brochure

Sign (yard sign, directional, etc.)

Types of Communication





Who Is Your Audience?



External | Internal

Campus | Unit | College | Department | Division | Office

Faculty | Staff | Student | Alumni | Patient | Donor | Prospect | Community



What is the Call to Action?



General Awareness | Specific Action

Lead Generation | Submit Form | Clinical Need | Research Discovery | Event Promotion

Website | Email | Phone | Social Media | In Person



920 MADISON	
Audit and Compliance	909
Communications and Marketing	810
Custodial Services	C-103
Endocrinology, Clinical Research	300A
Equity and Diversity (OED)	825
Food Court	105
Furr, Phillip, MD (Ophthalmology)	609
Graduate Health Sciences, College of	807
Graduate Medical Education	447
Health Informatics and Information Management	518
Mail Services	C-10
MidSouth Eye Bank	800
Nursing	
Academic Affairs	1054
Advanced Practice Programs	939
BSN/MSN Programs	1054
Critical Care Nursing	507
Dean	1054
Finance and Administration	1020
Nurse Anesthesia Option	513
Research Services	939
Student Affairs	1020
Occupational Therapy Labs	615
Psychiatry	201
Residents' Resource Room	C-3
Teaching and Learning Center (TLC)	420
University Therapists	415

Where Will the Message Be Viewed?



Off Campus | On Campus

Billboard | Banner | Sign | Digital Board | Flyer/Brochure | Postcard

Website | Email | Text | Social Media | In Person

Recommendation to wear masks or face coverings in
UTHSC employees working on campus and
visitors who come to campus for any reason are
required to wear protective gear.

Face coverings should—
fit snugly against the side of the face
have ear loops
be made of fabric



Chancellor's Exempt Staff Award

Do you know an employee who has gone beyond the call of duty?

Nominate them for the Chancellor's Exempt Staff Award!



NOMINATIONS:
SEPTEMBER 1 - 18, 2020

Check out our new nomination procedures at uthsc.edu/oed/exempt-staff-award

When Will the Message Run?

One Time | Repetitive | Constant

Save the Date | Announcement | Week Before Reminder | Morning Of Reminder

Rotating Message | Static | Digital | Planned Social Media Stories | Daily Digest



Information Security Awareness Training

Employees are required to complete Information Security Awareness Training each year. While the deadline to complete this training has been temporarily suspended, you are still encouraged to complete your training. Access your training by signing into [Blackboard](#) with your NetID and password under "My Courses" for "2019-20 Information Security Awareness Training".

Why is the Message Needed?



Informational | Directional | Important | General Awareness

New Patients/Customers | Solicit Funding | Discovery Announcement | Promote Event

Customer Service | Build Trust | Grow Social Media Following | Efficiency | Opportunity

1

Read the Room

- Listen to the words being spoken, but pay attention to the body language
 - Adapt messaging to fit the current needs of the audience
 - Make “asks” of employees or supervisors most effective when moods are good and stress is low

Effective Communicators Become Good Leaders



2

Be Empathetic

- By understanding the feelings of others, you are more capable of providing comfort, building trust, and enabling a better relationship
- Listen and be fully present for employees, colleagues, and supervisors
- Respect the various personalities – especially those different from your own

Effective Communicators Become Good Leaders



3

Relationships Matter

- Maintain your authenticity and transparency
- Investing time and energy into developing key relationships in an organization will benefit you personally and professionally
 - Diversity and inclusion are crucial for success

Effective Communicators Become Good Leaders



1

No Excuses

- Maintain a positive attitude through good times and bad
 - Be reliable, dependable, responsible, and accountable
 - Prioritize kindness and respect for others
 - Be proactive

Great Leaders Exhibit Professionalism



2

Live the Brand

- Respect your employer and embrace the office culture
- Dress neatly and appropriately and conduct yourself with dignity
- Be mindful of how your activity outside the office could impact your relationships at work – public social media rants, romantic relationships, etc.

Great Leaders Exhibit Professionalism



3

Watch for Mine Fields

- Beware of office politics
- Handle difficult personalities with care
- Good customer service is necessary and important
- Effective communication and leadership are key for success

Great Leaders Exhibit Professionalism



Questions?

Thank You!

