

CATEGORY: PROFESSIONAL DEVELOPMENT

Credentialed health professionals are encouraged to continuously sharpen their knowledge and skills. These sessions provide tools and strategies that health professionals can utilize to enhance their leadership and communications skills.

Behavioral Change and Motivational Focus

- A Motivational Interviewing Report Card: Techniques Professionals Can Use When Counseling for Behavioral Change
- Is It Time to Reinvent the Wheel?

Leadership in Dietetics Practice

- Creating a Brand that Rocks: Succeeding in Today's Competitive Nutrition World
- Creating Cultural Competence: From Organization to Individual Leadership
- Leadership: Advocating for Ourselves and Our Profession
- "Me Do it Myself!" Make Teamwork Your Friend, Not Your Foe
- Nutrition Authority: Up for Grabs?
- Promoting Professionalism
- Training Future RD's: Techniques, Tidbits, and Tales
- Using Social Media to Advance Your Career
- YOU Uncorked: The Recipe for a Delicious Life

Nutrition Communications

- A Beginner's Guide to a Great Media Interview
- Answering Difficult Questions
- Calling All Food and Nutrition Bloggers: Stay in the Game
- Creating Meaningful Media Messages: Inspire Consumers, Advance Your Career, and Make Nutritious Delicious
- Food Photography for Smart Phones: Tips and Tricks for Making Your Food Photos Shine
- Simply Speaking: Communications Training for Health Professionals
- Using Social Media to Spread *YOUR* Nutrition Message
- **Yes, And...Using Improv Techniques to Improve Communication, Collaboration, Creativity, and Confidence***
- Your Audience is King: Connecting to Communicate
- Your Writing Can Make You or Break You

Public Speaking

- Simply Speaking: Public Speaking Training for Health Professionals
- Shiny or Dull? Polish Your Presentation Skills
- FRESH Delivery, Effective Strategies to Help You Take the Stage with Confidence

Speakers Available for this Category

- Barbara Mayfield, MS, RD
- Gail Frank, DrPH, RD, CHES
- Judy Barbe, MS, RDN
- Keith Ayoob, EdD, RD, FAND
- Laurie Forster
- Liz Weiss, MS, RD
- Mary Lee Chin, MS, RD
- Melissa Joy Dobbins, MS, RD, CDE
- Neva Cochran, MS, RDN, LD, FAND
- Sarah-Jane Bedwell, RD, LDN
- Sonja Stetzler, MA, RDN, CPC
- Sue Finn, PhD, RD, FADA
- Toby Amidor, MS, RD, CDN

SESSION DESCRIPTIONS

Behavioral Change and Motivational Focus

Motivational Interviewing Report Card: Techniques Professionals Can Use When Counseling for Behavioral Change

This session discusses and includes the practice of key “Motivational Interviewing Techniques” and how health professionals can structure counseling sessions for improved behavioral change of clients and patients.

- *Possible Learning Needs Codes: 1000, 1130, 1140, 6000, 6080, 7000*

Is It Time to Reinvent the Wheel?

Are you burned out? Then it's time to reinvent yourself and your job. Renew your perspective and motivation to become a change agent in the lives of your clients by focusing your service, counseling and education in ways that empower people to solve problems, meet their goals and achieve lifelong behavior change.

- *Possible Learning Needs Codes: 1000, 6000, 7000*

Leadership in Dietetics Practice

Creating a Brand that Rocks: Succeeding in Today's Competitive Nutrition World

Branding your nutrition business does not have to be expensive or difficult to do. Branding is essentially the heart and soul of any organization. It stands for something beyond the products and services that an individual, organization, agency or business offers. A successful and powerful brand stands is something that the consumer can trust and depend on. Explore what branding means for your job – wherever you work or volunteer! At the end of this session, participants will be able to:

- Discuss how brand assets, features and benefits can be used to build trust with clients and customers.
- Describe the features of a brand platform.
- Identify at least three strategies to build a strong nutrition brand.
 - *Possible Learning Needs Codes: 1000, 6000, 7000*

Creating Cultural Competence: From Organization to Individual Leadership

The session illustrates ways nutrition professionals can improve their skills *and* their organization's skills in their ability to address cultural competence.

- *Possible Learning Needs Codes: 1000, 6000, 7000*

Leadership: Advocating for Ourselves and Our Profession

Leadership in the dietetics profession is essential to gain the recognition, respect and compensation we deserve. Leadership is a skill that can be learned and put into action. Leaders are born AND made. This presentation identifies opportunities to take a leadership role in the dietetics profession, explains how advocating for the profession can benefit both members and the profession and highlights ways to become more involved professionally.

- *Possible Learning Needs Codes: 1000, 6000, 7000*

“ME DO IT MYSELF!!” Make Teamwork Your Friend, Not Your Foe

Have you ever found yourself in a lonely place because you’re trying to be a solo act when working with others is the way to go? Have you gotten burned out working in teams? Explore why we resist working in teams and why we need to outgrow our “me-isms.” Learn why successful teamwork is the only means to maximize our potential and influence. Allow others to do their part, achieve a collaborative spirit, and celebrate the benefits.

- *Possible Learning Needs Codes: 1000, 7020, 7200*

Nutrition Authority: Up for Grabs?

With nutrition information flooding the marketplace, how do registered dietitians rise above the noise as consumers’ go-to source for truthful, understandable and practical nutrition guidance?

- *Possible Learning Needs Codes: 1000, 6000, 7000*

Promoting Professionalism

Whether you are preparing graduates or interns for the workplace, or are the supervisor of new employees, you are promoting professionalism, or regretting the lack thereof. What is professionalism? How can it be cultivated and encouraged? Discover successful approaches and determine how you can successfully bring professionalism to your school or workplace.

- *Possible Learning Needs Codes: 1010, 1070, 6080*

Training Future RDs: Techniques, Tidbits and Tales Or Are you Walking the Walk or Just Sitting Down?

Provides a contemporary approach to training students to work in various community, clinical, food service and entrepreneurial settings. The session will detail what best assists facilities, students and interns alike to provide the professional for the future. A focus on millennials gives current managers and preceptor’s insight to ease communication and training challenges. With >300 RD graduates, Gail Frank has walked the walk and is still standing!

- *Possible Learning Needs Codes: 1000, 6000, 7000*

Using Social Media to Advance Your Career

Every RD should have a strategy when it comes to social media, and in this session, Using Social Media to Advance Your Career, I will share my story of how editors from SELF magazine discovered me through twitter and I eventually became SELF’s official nutrition blogger with a blog that gets almost 70,000 hits per week. I will help RDs develop a social media strategy to not only educate consumers, but also to advance their career.

- *Possible Learning Needs Codes: 1090, 4100, 7070, 7120, 1130, 1140*

YOU Uncorked: The Recipe for a Delicious Life

On her journey from software sales executive to award-winning sommelier, the speaker has learned many Lessons from the Grape. These lessons form the ingredients that are used in her recipe for a delicious life. Make this your finest vintage ever...You’ll learn, laugh and get inspired!

- *Possible Learning Needs Codes: 1000, 6000, 7000*

Nutrition Communications

A Beginner's Guide to a Great Media Interview

Want to reach thousands of people with your message in just a few minutes? Say “yes” when your local television station calls for an interview. Or, better yet, call them when you have a story to tell. This session will cover the basics of working with your local media, preparing for an interview, and mastering essential interviewing techniques. Get your point across with confidence, build a positive image for yourself and your business, and make an impact with more people than you can reach in your “regular job” in years.

- *Possible Learning Needs Codes: 1090, 6070*

Answering Difficult Questions

Are you inundated with consumer questions that stem from confusion or controversies surrounding nutrition topics? How do you respond with respect, answering both the question itself as well as the “question behind the question,” addressing bigger concerns and issues the seeker may not express. How do you help consumers understand nutrition science and put nutrition information into context? Learn and practice effective strategies to answer your most challenging questions.

- *Possible Learning Needs Codes: 6070, 9020, 1000, 2000*

Calling All Food and Nutrition Bloggers: Stay in the Game

Blogging has become a phenomenon and health professionals must be at the forefront of this popular and evolving way of disseminating nutrition information. This session is for both new and existing food and nutrition bloggers to help fine tune their skills from development to publication. The presenter will discuss the inner workings of successful blogging and share experiences from FoodNetwork.com, Healthy Eats blog, and US News Eat + Run blog.

- *Possible Learning Needs Codes: 1020, 1140, 8060*

Creating Meaningful Media Messages: Inspire Consumers, Advance Your Career, and Make Nutritious Delicious

The media, whether social or traditional, is a great tool RDs can use to spread meaningful nutrition messages to a large audience as well as advance their career. In this session, RDs will not just learn how to pitch to the media, but how to create their own media presence by paying attention to every detail from food styling to translating evidenced-based information into consumer-friendly sound bites. This session will also equip the media RD with research on the types of messages that consumers are most likely to respond too as well as strategies for developing a both large and quality following for their social media and blogging platforms. After this presentation, attendees will be able to:

- Identify key strategies for pitching and preparing a memorable media appearance.
- Define best practices of prop and food styling, on-set communications and camera presence.
- Identify key steps to position themselves as the consistent go-to nutrition expert in their desired media market.
- Identify 4 Key Elements of a Successful Blog.
- Describe their personal social media mission and strategy.
 - *Learning Needs Codes: 1000, 1090, 1130, 7070, 8080, 4100, 7120, 1140 (Level 2 presentation)*

Food Photography for Smart Phones: Tips and Tricks for Making Your Food Photos Shine

Designed for food and nutrition bloggers as well as dietitians who use print/online newsletters, Facebook, Twitter, or Pinterest to educate consumers, this hands-on workshop and/or lecture provides instruction for taking delicious and nutritious smart phone food photographs and for sharing them via social media networks. The session emphasizes natural light, basic composition guidelines, styling techniques, and simple post-production editing. Participants should bring their own smart phone.

- *Possible Learning Needs Codes: 1020, 1100, 1140, 7120*

Simply Speaking: Communications Training for Health Professionals

Reality check – While some nutrition professionals are attaining the media starlight, not all of us want or can use media to communicate nutrition messages. However, platform and public-speaking-on-our-feet opportunities already fill our professional lives. But sometimes audiences' eyes glaze over "as their *minds can absorb only what their seats can endure*" while you inform, educate and persuade with your valuable information. Learn to apply your unique personal characteristics along with a multitude of interactive techniques to connect with audiences, hold interest, and retain learning. Learn to present with credibility and poise, style and impact.

- *Possible Learning Needs Codes: 1000, 6000, 7000*

Using Social Media to Spread *YOUR* Nutrition Message

The world of social media can be overwhelming, but using it is a must in today's world. Learn the most effective ways to get your nutrition message to your target audience and make you or your brand shine via various social media outlets.

- *Possible Learning Needs Codes: 1020, 1140, 7120*

Yes, And...Using Improv Techniques to Improve Communication, Collaboration, Creativity, and Confidence*

As healthcare professionals, our work environments are changing and becoming more demanding: our care delivery systems are changing, government regulations are changing, we are more dependent on technology, we are expected to work in multidisciplinary teams, and we are expected to exceed patient expectations with each encounter. Through all of this change, research has shown that effective communication is a priority for healthcare professionals, as it is a key for successfully navigating our current work climate. Effective communication leads to more trusting and successful patient outcomes, increased patient satisfaction, fewer medical errors, and lower healthcare cost. Yet, effective communication practices are often the exception, not the norm. Medical Improv is emerging as an innovative way to teach healthcare practitioners to improve their communication and collaboration skills that ultimately improve patient care. Adapted from theatrical improvisation to fit the needs of medical professionals, medical improv improves listening, observation, and collaboration which are skills practitioners use to move patients forward, ensure their teams work well, and find creative solutions to solve problems. Medical Improv is highly interactive and involves experiential learning. Attendees will enhance their communication skills as they engage in activities to deepen listening, collaborating, and observing. Attendees of the seminar do not have to be funny to be successful. Learning Objectives:

1. Demonstrate the skills of "deep listening" – listening to words, tone of voice, body language, and silences as a complete communicative package to increase empathy and effectiveness.
2. Build a collaborative environment using a "yes, and" approach with patients, team members, and staff to foster ideation, problem-solving, and conflict-resolution.
3. Become comfortable and increase acumen in dealing with ambiguity, change, and emotions.

- *Possible Learning Needs Codes: 1130, 6070, 7200*

Your Audience is King: Connecting to Communicate

If you want your audience to listen to what you have to say, listen to them. Discover how a needs assessment allows you to tailor your message to your audience. Learn how to connect with audiences and communicate in ways they can understand and apply. This session will review principles of cultural sensitivity as well as how to relate to various ages and generations.

- *Possible Learning Needs Codes: 1040, 3020, 4120, 6060, 7050*

Your Writing Can Make You or Break You

Communicating clearly in writing is essential to accomplishing nearly any professional endeavor from job applications, proposals, blogs, journal articles, inner-office memos, and even chart notes and reports. What are the critical elements of good writing? Does your writing measure up? Learn some tricks of the trade to improve your writing.

- *Possible Learning Needs Codes: 1140, 1100, 6050*

Public Speaking**Simply Speaking: Public Speaking Training for Health Professionals**

Our professional lives are filled with occasions to inform, educate and persuade our peers, clients and the public through public speaking. Platform and speaking-on-our-feet opportunities fill our lives. Yet many decline to do so - 75% of Americans report having a fear of public speaking, beating out fear of spiders, fear of the dark, and even fear of death. Avoid your audiences' eyes glazing over "as their minds can absorb only what their seats can endure" while you inform, educate and persuade with your valuable information. The session is developed to help fine tune communications skills and develop effective speakers on both general and challenging health and nutrition speech communications. Participants learn to assess audiences, convey key messages and discuss both general and controversial issues with credibility and poise, comfort and impact. Objectives:

- Articulate the essential components of effective platform speech development: built upon a foundation of organization and structure, content and delivery, tone, diction, and timing.
- Assess, master and apply interactive audience techniques to connect with diverse audiences, hold their interest, and enhance their learning.
- Craft and convey effective positive messages – simple, clear and concise - designed to get people to act or think differently.
 - *Possible Learning Needs Codes: 1000, 6000, 7000*

Shiny or Dull? Polish Your Presentation Skills

What is holding you back from being a presenter who inspires, educates, and motivates? Do you hesitate to even take the stage? This session can be tailored to meet your needs and cover the aspects of effective public speaking you need. Learn how to overcome stage fright, connect with your audience, make your message memorable, optimize your verbal and nonverbal communication skills, and more.

- *Possible Learning Needs Codes: 1130, 1120*

FRESH Delivery, Effective strategies to help you take the stage with confidence

Effectively communicating knowledge and expertise is one of the most important things a health professional can do to promote his or her organization, profession and self.

In a clinic, gym, grocery store, or conference, health professionals deliver information through presentations. However, many struggle when they speak - they lack focus, have unreadable slides, or are

uncomfortable in the speaking space. This skill-building session will help attendees take the stage with confidence and transform the way they prepare and deliver presentations so that they take the stage with confidence. With FRESH techniques, participants will learn to :

- FOCUS your message so that your audience is clear on what you're talking about.
- REHEARSE on your feet, out loud, so that you take the stage with confidence.
- EXPRESS yourself authentically and with energy so that you engage your audience.
- SPRINKLE in anecdotes, stories, and tips so that your key messages come alive.
- HAND your audience a solution so that you inspire action.
 - *Possible Learning Needs Codes: 6070, 9020, 1000, 2000*