

Communicating Your Science

Scientists must communicate effectively with those outside their fields, including government policy makers, the media, funders, and the general public.

This experiential session explores practical communication behaviors that enhance participants' ability to successfully communicate their science to any audience.

Through a series of fun, on-your-feet, interactive exercises founded in improvisational theater, participants will practice the following skills:

being present (relaxed, undistracted, not thinking ahead)

reflective listening

successfully leading the follower

adaptability and flexibility when faced with disruption/change

confident message delivery without judgment of self or others

releasing tension

smooth recovery from mistakes

releasing inner scripts

emotional expressiveness

matching others' perception with your intention

authentic, trust-building engagement

The session is designed to create a safe environment in which participants feel comfortable taking risks and behaving outside of their comfort zone. The program focuses on exploring the *skills* of the improv performer, not on *being* an improv performer! All exercises are done in groups so that everyone feels supported in exploring new skills; in longer sessions, individual *volunteers* will be coached in front of the group.

In addition to **delivery** skills, session modules can include the creation of effective concise **content**. Participants explore the use of **Metaphor** for clarity, and **Storytelling** for an emotional point of view. Participants practice adapting their messages based on the needs/context of the listener. This is accomplished through creative interactive learning exercises, not dry at-your-desk writing assignments.

The result is layperson-centered, compelling, effective scientific message delivery.