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Contributing author:

Chapter 10: “Effective Messages Are Created with and for an Audience”

Chapter 39: “Business Communication Demonstrates Professionalism

Lisa is a speaker, communications consultant and dedicated educator with over 20 years of producing results using operational and leadership strengths to solve specific needs for organizations through training, development and entertaining engagement. Lisa brings her passion and vast experience in working with diverse audiences in multiple business settings to ***Communicating Nutrition: The Authoritative Guide***.

What led you to contribute your time and expertise to writing *Communicating Nutrition*?

It is such a privilege and honor to be selected to contribute to this book. This is a great resource that needed to become reality and made available to everyone in our profession, from the novice to the experienced practitioner.

What is one piece of advice you would like to share with current and future nutrition communicators?

No matter what role you play in the nutrition profession, communication skills are required. Reading this book and applying the strategies it contains will make you a much more effective communicator, strengthen the profession, and enhance our status as the ultimate authority in nutrition.

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