Section 8: Designing and Delivering Professional Communications

This section covers advanced topics related to business and professional communication.

The titles emphasize the main ideas of each of the four chapters:

* Chapter 39: Business Communication Demonstrates Professionalism
* Chapter 40: Quality Communication in Grant and Project Proposals Is Rewarded
* Chapter 41: Nutrition Communicators Publish Research in Peer-Reviewed Journals
* Chapter 42: Nutrition Communicators Write Books to Make a Difference

Use the following questions as you read the section showcase and Chapters 39 through 42 to increase your understanding and put your knowledge into practice.

Section 8 Showcase

1. The title of this showcase uses the saying “broad shoulders.” Are you familiar with this phrase? What does it mean to you?

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1. Have you ever had someone provide feedback on your writing or some other type of communication and be challenged by it and stretched to grow? If so, describe the experience and what you learned from it.

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1. What are some ways you are currently building your personal development and responsibility as a professional?

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Chapter 39

1. List below situations you currently practice business communication. As you read the chapter, reflect on how well you achieve the standards described and where you can make improvements.

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1. What would be an appropriate professional greeting to use in an introductory email to a colleague or person in authority you are addressing for the first time?

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1. Have you created a professional email signature that includes contact information? What does it or should it contain?

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1. According to Box 39.1, name a situation in which the use of emojis is acceptable and a situation in which they should not be used:

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1. From the list of tips for effective meetings found on pages 601 and 602, list five that you have experienced being the most essential for success.

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1. Box 39.2 provides tips for creating an elevator speech. List several things you would include about yourself and write a potential opening hook:

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1. Using the guidelines for resumes found on pages 604 to 605, critique your resume. If you don’t have a resume, start a list of what you need to include in one.

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1. Locate one or more of the authors from this book on LinkedIn. What are three to four things you can learn about them from their profile?

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1. Read the section headed “What are Best Practices in Business Communication?” beginning on page 606. List below the three top guidelines or principles that you want to implement:

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1. Which of the four practical strategies for success do you want to work on most?

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| 1. Listen first 2. Make connections and build relationships | 1. Allow time for writing, reviewing, and responding 2. Seek to be of service to others |

How will you go about this?

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Chapter 40

1. Why is it important for a nutrition professional seeking grant funding to hone their skills in this area?

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1. Pick one of the funding sources listed in Box 40.1, go to the link provided to learn more about the types of grants they fund, and list below the agency/organization and describe a potential project or research topic that would be a good fit.

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1. What is the first thing you should do when you first receive a grant application packet? Why is this important?

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1. What are some practical steps you can take to achieve clarity and focus in writing a grant proposal?

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1. Why is it recommended to avoid *dependent* objectives?

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1. Describe three characteristics of a well-designed grant proposal:

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1. What practical advice did the chapter authors provide for writing competitive proposals? Which piece of advice would you benefit from the most?

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Chapter 41

1. Why is it important that food and nutrition professionals publish research in peer-reviewed journals?

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1. Learn more about reporting guidelines at the link for the Equator Network: [www.equator-network.org](http://www.equator-network.org) Practice looking for guidelines for research in nutrition and dietetics. What is one thing you learned?

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1. Find or create a journal title and determine which of the four formats listed on page 625 it represents. Choose a different format and rewrite the title to match that format.

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1. Write a one sentence description of one best practice for each part of a journal article listed below:

Introduction

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Methods

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Tables and figures

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Discussion

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1. List two different topics for food or nutrition journal articles and select an appropriate journal to submit each article for publication. How did you determine which journals to use?

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1. Why is it essential to seriously consider all reviewer comments during the review and revision process?

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1. What is something you learned about publishing research after reading Chapter 41?

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Chapter 42

1. If you were to write a book on a food or nutrition topic, what would it be about? Who would you write it for?

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1. As you read the chapter, consider what you would need to learn and the steps you would need to take for the idea you listed in question 1 to become a published book. For each of the 10 best practices listed below, write something you learned that you would want to implement during your book writing:

Respond to inspiration

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Learn to write well; edit rigorously

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Find your voice

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Make research a habit

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Write for readers—first and always

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Gather a team

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Test content in other platforms

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Reflect evidence; double-check facts

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Stay disciplined

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Always make ethics a top priority

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1. Which tip in Box 42.2 for overcoming writer’s block is most appealing to you and why?

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1. Which of the three publishing options would you most likely use for your book? Why?

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1. Using the resources and recommendations provided in the chapter, locate a potential publisher for the type of book you listed in question 1. How or where did you find them?

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1. What are some things you would include in your book proposal regarding your book’s concept, vision, and need?

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1. How is the chapter section titled Work with the Editorial Team on page 653 similar to content found in the showcase and other chapters in Section 8 of this book?

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