



UNC
ESHELMAN
SCHOOL OF PHARMACY

Preparing our Future Leaders to be Effective Communicators

Kim L. R. Brouwer, PharmD, PhD

Division of Pharmacotherapy and Experimental Therapeutics
UNC Eshelman School of Pharmacy
The University of North Carolina at Chapel Hill

Verbal Communication Skills are Ranked First Among a Job Candidate's 'Must Have' Skills and Qualities¹

- Presentation Skills
- Interpersonal Communication Skills
- Non-verbal Communication
- Listening
- Asking Questions and Providing Effective Feedback

¹National Association of Colleges and Employers 2016 survey



Strategies and Approaches for Teaching Presentation Skills

- Classroom presentations and discussion
- Lab meeting presentations and discussion
- Journal club presentations and scientific critiques
- Committee meetings
- Formal Divisional/Departmental seminars
- 3 Minute Thesis preparation
- Poster presentations at local/regional and national/international meetings
- Podium presentations at local/regional and national/international meetings



Other Vital Communication Skills

- Delivering clear messages
- Communicating in stressful situations
- Difficult conversations
- Interviewing skills



Written Communication Skills

- Scientific writing
 - Detailed results
 - Concise conclusions
 - Executive summary of key points
- Scientific peer review
- Science writing & communicating with the public
- CV development
- Letters
- Email communication



Strategies and Approaches for Teaching Writing Skills

- Classroom writing assignments and exams
- Research proposals
- Progress reports
- Abstracts
- Dissertation
- Publications
- Grant Writing



Individual Development Plan (IDP)

- Detailed description of trainee's career plans and professional goals. IDPs are used to guide professional development activities
- Step #1: Communication Skills Assessment
 - Presentation Skills
 - Scientific Writing
 - Critical Analysis of Scientific Literature
 - Committee Meetings
 - Publications
- Step #2: Create a specific plan for developing skills
- Step #3: Mentors and mentees work together to identify areas for improvement and discuss long-term goals



Strategies and Approaches for Teaching Communication Skills

- Faculty advisors and mentoring committee members
 - Research advisor(s)
 - Program and career guidance mentor
 - Professional development mentor
- Internships or other practical, hands-on training
- Teaching experience
 - Leading formal classroom discussions/problem solving
 - Facilitation of group discussions



Professional Development

- UNC Graduate School Professional Development Courses (0.5-1.5 credit hrs; <http://gradprofdev.web.unc.edu/courses/>)
 - GRAD 704: Effective Presentation Skills
 - GRAD 710: Professional Communication: Writing
 - GRAD 711: Professional Communication: Presenting
 - GRAD 712: Leadership for the Work Place
 - GRAD 713: Applied Project Management; Frameworks, Principles and Techniques
- Professional Development for Pharmaceutical Scientists (2 credit hrs)
- Online Resources:
<http://tibbs.unc.edu/resources/professional-development-lending-library/>



Professional Development

- Online and Text Resources:
 - <http://tibbs.unc.edu/resources/>
- Grant and Scientific Writing
 - A Field Guide for Science Writers: The Official Guide of the National Association of Science Writers (Blum)
 - Essentials of Writing Biomedical Research Papers
 - Expectations Teaching Writing from the Reader's Perspective (Gopen)
 - Guide to Effective Grant Writing: How to Write a Successful NIH Grant Application (Yang)
 - How to Write a Lot: A Practical Guide to Productive Academic Writing by Silvia
 - How to Write and Publish a Scientific Paper" 6th Edition (Day & Gastel)
 - Sin & Syntax
 - Style: Toward Clarity and Grace (Williams)
 - Successful Scientific Writing (Matthews, Bowen & Matthews)
 - The Chicago Guide to Communicating Science (Montgomery)
 - The Elements of Teaching Writing (Gottschalk)
 - Writing the Doctoral Dissertation (Davis)



Professional Development

- **Presentation Skills**

- Communicating Science Giving Talks
- Dazzle 'Em With Style: The Art of Oral Scientific Presentation (Anholt)
- Presentation Skills 201: How to take it to the Next Level as a Confident, Engaging Presenter (Steele)
- Presenting Science to the Public
- Speaking about Science: A Manual for Creating Clear Presentations (Morgan & Whitener)
- The Craft of Scientific Presentations: Critical Steps to Succeed and Critical Errors to Avoid (Alley)

- **Conflict Resolution and Interpersonal Skills**

- Collaborative Approach to Resolving Conflict
- Please understand me II
- The Conflict and Communication Activity Book: 30 High-Impact Training Exercises for Adult Learners (Withers & Lewis)
- The Eight Essential Steps to Conflict Resolution (Weeks)
- The Feeling Good Handbook
- The Joy of Conflict Resolution: Transforming Victims, Villains and Heroes in the Workplace and at Home (Harper)



Summary

- Developing effective communication skills is not a “spectator sport”
- Traditionally, universities have relied on individual faculty mentors to teach these critical “soft skills”
- Recognized gaps in optimally preparing the next generation of leaders to be effective communicators has led to:
 - Increased awareness of the importance of teaching communication skills
 - Development of new strategies, training approaches and mechanisms to foster the development of such skills



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Kathleen Köck, PhD