

Developing You: Professional Development Essentials

MODULE 5

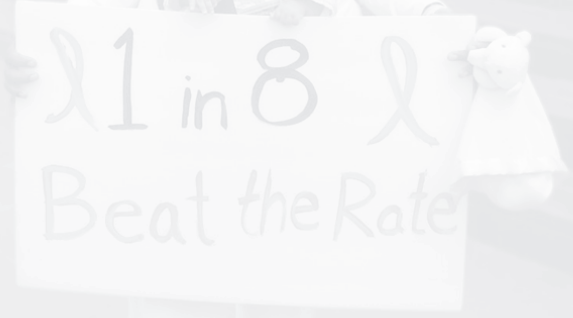


Table of Contents

1. Presenting you: first impressions, seizing opportunities, stating your business, being the face of your organization
2. Developing your spiel
3. Facilitated learning
4. Guarding against coercion
5. Strategies for handling sensitive topics, resistance, confrontation, etc.
6. Shadowing an experienced Community Health Worker / PHE

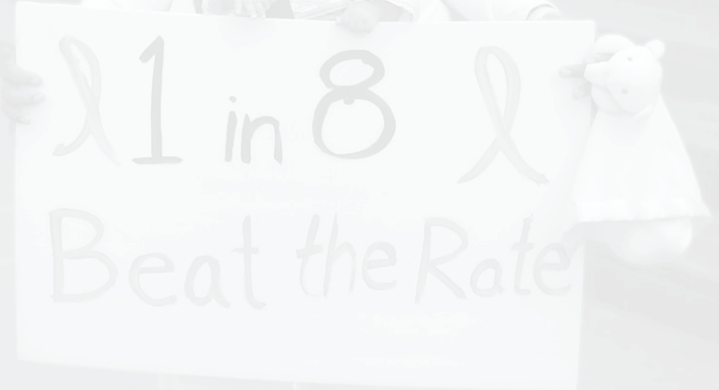
Presenting You

First Impressions

Seizing opportunities

Stating your business

Being the face of your organization



Make a Good First Impression

First impression

- ❖ Introduce yourself
 - Tell your name & your professional title
 - Tell about what you really do – your goal, why you are there, what you bring to the table
 - Prepare yourself before: write down a short introduction, practice
 - Watch your body language
- ❖ Dress professionally but do not over do it – remember you are in the community
- ❖ Be sensitive and communicate culturally

Let's discuss scenarios and how you should represent your organization

Seizing opportunities

To take advantage of an opportunity when offered

- ❖ Be aware of the community you work:
New possibilities, changes and new circumstances
 - Example: Zoom encounters, telehealth during and post Covid-19
- ❖ Know who are the community partners (or potential ones)
- ❖ Define “what is needed”, “how to achieve”
- ❖ Engage, engage, engage

Being the Face of your Organization Stating your Business

Means **bring to life** your organization’s story, values and mission in a way that builds emotional connection with consumers:

- ❖ Know your organization’s purpose, values, strengths and the vision
- ❖ Have a clear vision of what you are doing, your role
- ❖ Tell a compelling story
- ❖ Be relatable and honest, align with community own stories and culture

Adapted from “What it means to be the Face of Your Business”, 2022. www.martastewart.com

Developing Your Spiel

Interpersonal and group relationships

Identify your personal strengths to build relationships

Developing your Spiel

| 8

Is to describe your work, organization and mission in a succinct and compelling manner, clear and straightforward language.

Interpersonal Relationships

- Important for introduction
- Helps being consistent
- Build trust

Group Relationships

- Essential for partners engagement
- Spiel helps to communicate mission and goals consistently
- Build trust - you are part of the solution
- Save time and effort - you always have a message ready

Tips to Developing your Spiel



BREVITY

You should be able to say what you need to say in a minutes. Focus on what is important and cut the rest.



PROBLEM

Define the task at hand in clear simple terms to illustrate the purpose your work.



SOLUTION

What you are doing about the problem, why your approach is unique.



ACTION

Close with an invitation to your audience to be part of your solution. What can you audience do to engage, assist or support?



AVOID JARGON

Stay clear of acronyms, buzzwords and insider-speak to keep your audience engaged.



PASSION

Show enthusiasm and commitment. Don't be afraid to tap into the passion and drive you feel for your works!

Aspen Institute, 2022. <https://www.aspeninstitute.org/wp-content/uploads/files/content/upload/16Whats%20Your%20Spiel%20-%20Worksheet.pdf>

Let's Practice – Creating your Spiel Activity

10



Audience - Always tailor your description to a specific priority audience.



Opening - You want a hook to pique the listener's interest, or a quick tag line to encapsulate what you are about to say.



Problem - Define the task at hand in clear and simple terms to illustrate the purpose of your work.



Solution - Explain concisely what you are doing about the problem. What is the unique value your organization brings to the table?



Action - Close with an invitation to your listeners to be part of your solution. What can your audience do to engage, assist, or support you or your work?

Aspen Institute, 2022. <https://www.aspeninstitute.org/wp-content/uploads/files/content/upload/16Whats%20Your%20Spiel%20-%20Worksheet.pdf>

Identify your Personal Strength to Build Relationships



Know your personality*



Find your strengths – what are you good at?



Apply them to build relationships

*Free Personality Test: <https://www.16personalities.com/free-personality-test>

9 Strengths to Relationships

Adaptability

- Available and accepting of others' needs
- Builds relationships faster

Connectedness

- Belief of the connectedness between people, events, places
- See all individuals as a valuable whole
- Great for keeping balance in relationships

Developer

- See potentials in others, help others achieve more
- Develop people, molding and shaping them into their potential

Empathy

- Innate ability to sense other's feeling, see things from their perspectives
- Most vital skill

9 Strengths to Relationships

Harmony

- Look for the middle ground, consensus and agreement
- Turns conflicts into resolutions

Includer

- Belief of the connectedness between people, events, places
- Vital to create cohesion and cooperation, to identify connections with community partners

Individualization

- Find individual's qualities and ways to fit them together in a group
- Assigns the right person to the job

Positivity

- People person
- Contagious enthusiasm, inspires people and drives team and group forward

Relator

- Good at relating to people, binding them together and help them deliver a task
- Tight-knit group of people you know and trust

Relationship Building-LifeExchange, 2022. <https://lifexchangesolutions.com/relationship-building>

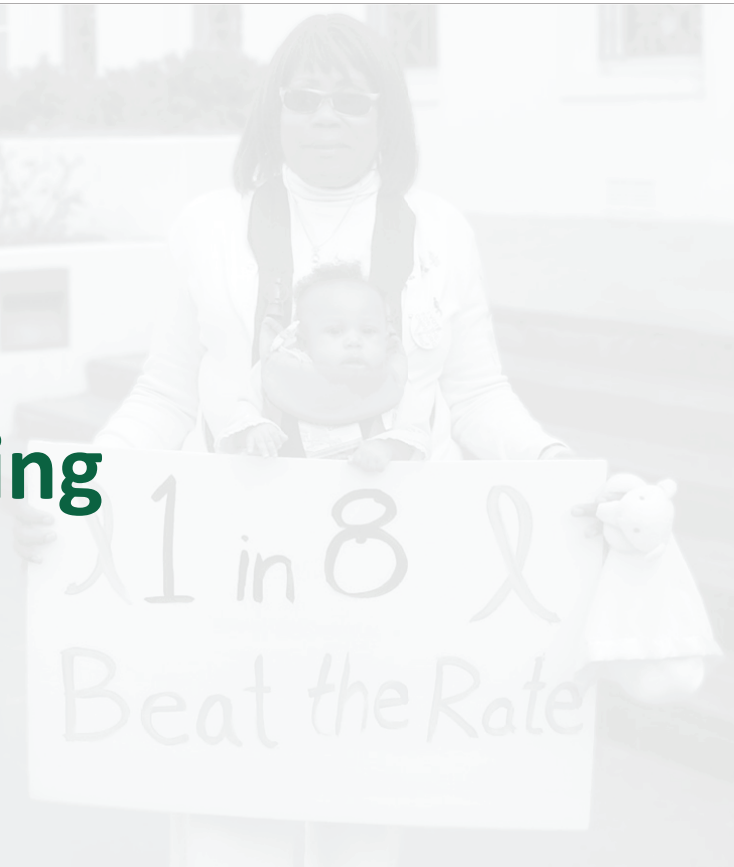
Identify your personal strengths to build relationships

- Exercise



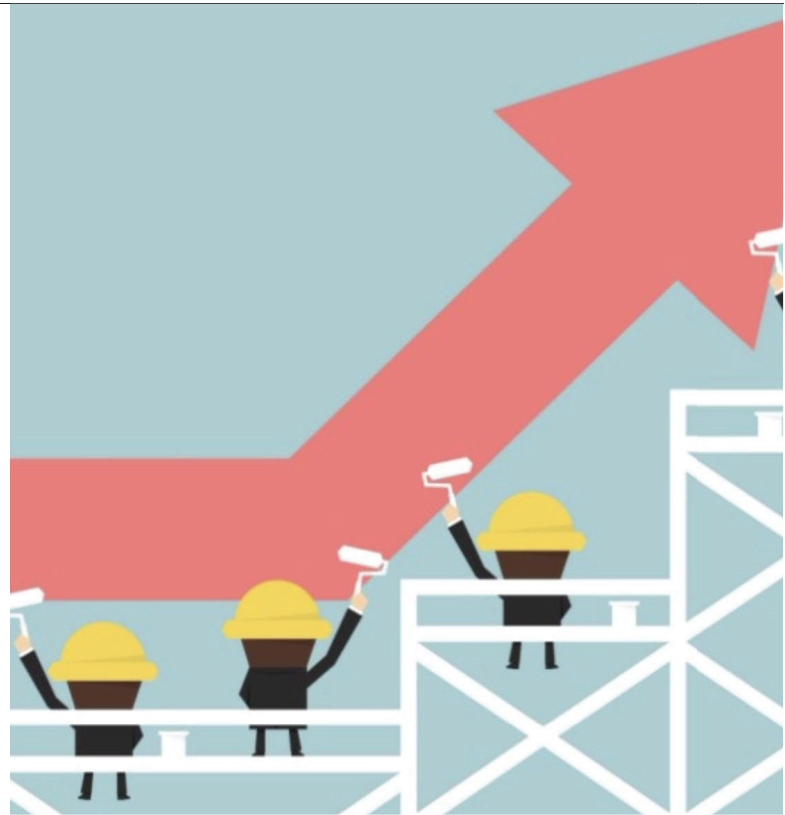
Scaffolding: Facilitated Learning

What is and how to incorporate



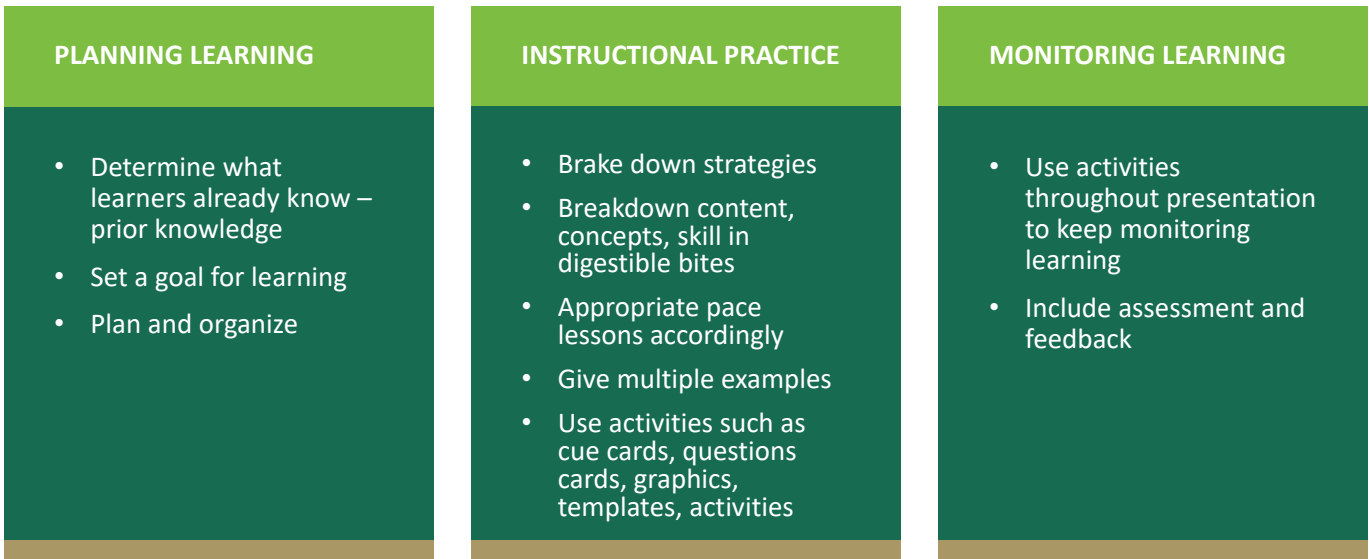
Scaffolding – What is it?

- ❖ Scaffolding is **breaking up the learning into chunks and providing a tool, or structure, with each chunk.**



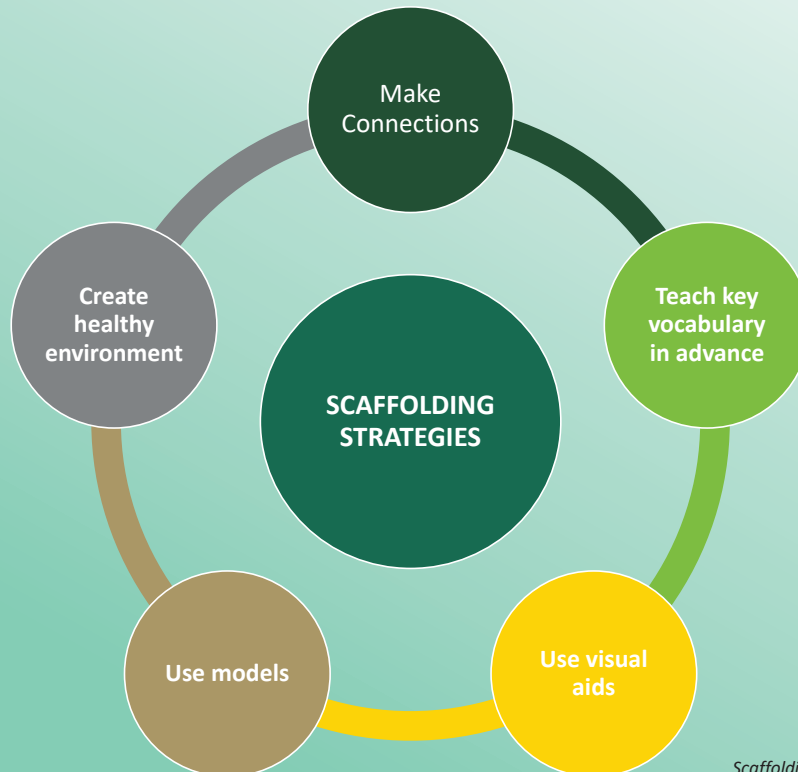
Edutopia, 2022. www.edutopia.org

Scaffolding Process



<http://www.buffalo.edu/ubcei/enhance/teaching/guiding-students/scaffolding.html>

Strategies



Scaffolding in Education, 2022. Slashlearn.com

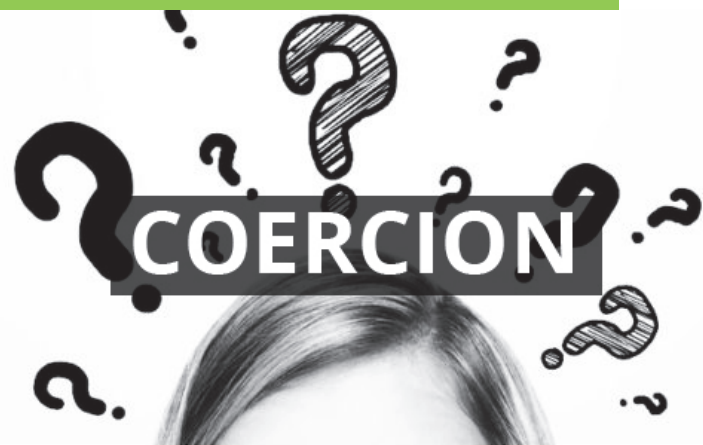
Guarding Against Coercion



What is Coercion?

Coercions is compelling someone to act in an involuntary manner by use of threats. It violates the free will of an individual. The threat of further harm may lead to the cooperation.

Example: telling a patient to participate in a cancer screening research, otherwise he/she will not receive medical care.



Basic Ethical Principles

1. Respect for Person

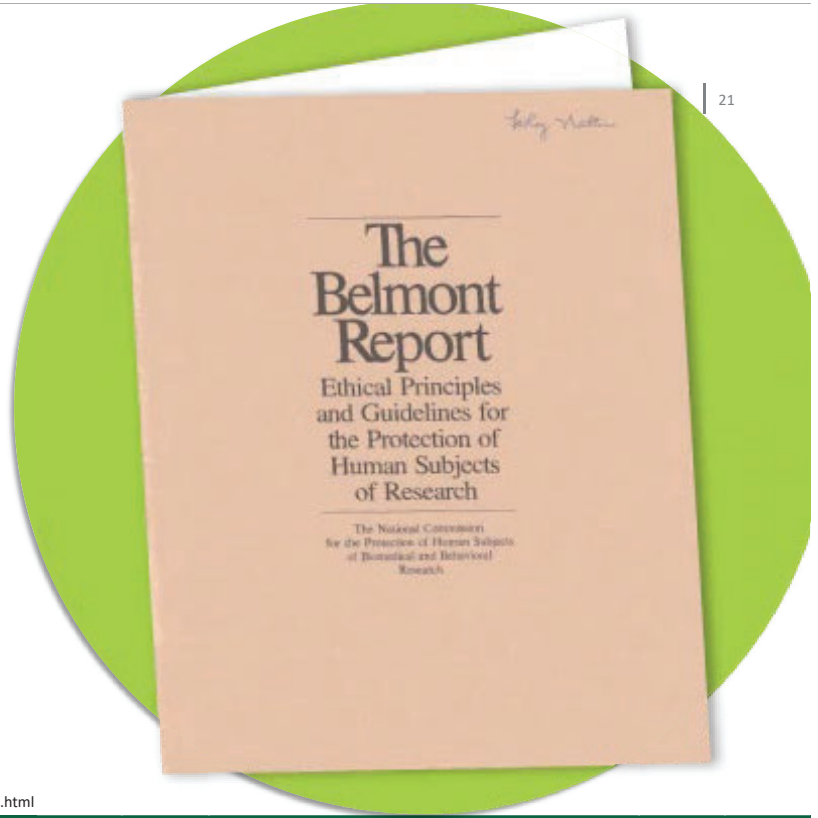
2. Beneficence

- Do not harm
- Maximize benefits and minimize harms

3. Justice

- To each person an equal share
- to each person according to individual need, effort, societal contribution and merit.

The Belmont Report: Ethical Principles and Guidelines for the Protections of Human Subjects of Research. April 18, 1979.



HHS, 2022. <https://www.hhs.gov/ohrp/regulations-and-policy/belmont-report/read-the-belmont-report/index.html>

Strategies for handling sensitive topics, resistance and confrontation



Sensitive Information - Strategies

23

- ❖ Keep all information CONFIDENTIAL
- ❖ Secure a place to talk to someone – not hallways, at event tables if others are around
- ❖ Don't leave sensitive documents exposed
 - Lock them in your work drawer
 - Use cabinets with locker
 - Use portable folder/container with lid
- ❖ Use folders labeled "SENSITIVE"
- ❖ Shred documents (when permissible)
- ❖ Control who has access to information, use passwords for computers

Sensitive Topics, Resistance & Confrontation

24

- ❖ Common causes for a participant to show resistance/confrontation
 - Strong emotion
 - Distrust
 - Failure to communicate
 - Failure to see options
 - Overconfidence/moral high ground
 - Negative association No Magic formula exits!
- ❖ Don't engage in further talks with an individual when in a group
 - Invite person to step out
 - Say you will talk after meeting



Resistance & Confrontation – What To Do

- ❖ Explore the conflict with person's involved
- ❖ Create option to brainstorm solutions
- ❖ Set the boundaries
- ❖ Refocusing on values that are important
- ❖ Interrupt negative behavior; example ask to use different words if language is aggressive
- ❖ If resistance continues, don't engage in further talks with an individual when in a group
 - Invite person to step out
 - Say you will talk after meeting
 - Ask permission to contact later



Handling Resistance and Confrontation, 2022. www.dummies.com

Shadowing an experienced community worker / PHE





Shadowing

| 27

- ❖ Find someone you can relate to with your goals for shadowing
 - Experienced
 - Works with community you envision working with
 - Focused on community engagement for delivery of education
 - Help make introductions
 - Show you the “ropes”



WORKSHEETS

CREATING AN ELEVATOR PITCH

In the time it takes to ride an elevator, what would you tell someone about your program? Please take 10-15 minutes to use each idea to write one short powerful sentence for each topic.

These five topics will help you to write a carefully planned and prepared message that grabs attention in a few words, which should only take 30-60 seconds to read.

The elevator speech in total is:

- Absolutely no longer than 30-60 seconds.
- Or, in words- approximately 80-90 words
- Or, in sentences- 8 to 10 sentences

1) **About you-** Open with a statement that grabs attention: a hook that prompts your listener to ask questions; Tell who you are: what is your role, include location.

Examples: I'm Mary Smith, Executive Director for Homes for the Homeless, a Detroit area non-profit that runs homeless shelters. OR I'm Robin Young and I am the Executive Director of Little Ones Stay and Play, a Brooks County owned and operation child care center.

2) **What do you offer-** Tell what problems you solve, offer a vivid example.

Examples: We help about 80 families in the Valdosta area with high quality child care so that the parents can go to work or school. OR We offer the only Quality Rated after school program in Colquitt County, so that children have a safe, supervised, and quality place to spend the hours after the instructional day.

3) **What are the benefits-** Tell what very special services, or solutions you can offer, what are the advantages of working with you, work your organization name in a 2nd time, include phrases that define or refine.

Examples: What makes our child care program different is that we are Quality Rated, which means that we have been certified by state credentialed early childhood education experts that we go above and beyond minimum health and safety standards to offer an early learning experience that prepares children for kindergarten. OR Because we are able to keep our rates low, working poor

families are able to remain employed or in school, which helps provide a PATH out of poverty. OR We are a minority, woman owned business that employs 35 local residents of Lowndes County

4) **How do you do it-** Give a concrete example or tell a short story, show your uniqueness, emotional appeals, real impact stories.

Examples: We have helped 700 individuals access Social Security benefits since we began our SOAR program in 2007. Our outcomes tell us that applicants access stable housing and healthcare in an average of 65 days from date of application. OR We serve 30 children who receive CAPS, which means their parents work, but don't make above 85% of the median income. Because we're Quality Rated, that means these children, who need our support the most, benefit from an environment with highly trained teachers, lower ratios,

5) **Include a specific call to action-** What is the most wanted response after your elevator speech? Do you want a business card, a referral or an appointment for a presentation after your elevator speech?

Examples: Can I contact you to see how we might work together? OR I see you are carrying a DSM-V, we are looking for medical providers to perform mental status exams. OR Can we use meeting space at your office to host our next staff development/training day?

Checklist for fine-tuning:

- ✓ First write down all that comes up in your mind.
- ✓ Then cut the jargon and details. Make strong short and powerful sentences. Eliminate unnecessary words.
- ✓ Connect the phrases to each other. Your elevator speech has to flow naturally and smoothly. Don't rush.
- ✓ Memorize key points and practice.
- ✓ Have you really answered the key question of your listener: **What's in it for me?**
- ✓ Create different versions for different audiences of your elevator speech.

MYERS-BRIGGS TYPE INDICATOR

By Katharine C. Briggs & Isabel Briggs Myers

Directions:

There are no "right" or "wrong" answers to the questions on this inventory. Your answers will help to show how you like to look at things and how you like to go about deciding things. Knowing your own preferences and learning about other people's can help you understand whether your special strengths are, what kind of work you might enjoy and be successful doing, and how people with different preferences can relate to each other and be valuable to society.

Read each question carefully and select one of the two choices given, which applies to you, by circling to either "A" or "B".

PART1: Which answer comes closer to telling how you usually feel or act?

1. WHEN YOU GO SOMEWHERE FOR THE DAY, WOULD YOU RATHER
 - A. PLAN WHAT YOU WILL DO AND WHEN, OR
 - B. JUST GO!!

2. IF YOU WERE A TEACHER, WOULD YOU RATHER TEACH
 - A. FACTS-BASED COURSES, OR
 - B. COURSES INVOLVING OPINION OR THEORY?

3. ARE YOU USUALLY
 - A. A "GOOD MIXER" WITH GROUPS OF PEOPLE, OR
 - B. RATHER QUIET AND RESERVED?

4. DO YOU MORE OFTEN LET
 - A. YOUR HEART RULE YOUR HEAD. OR
 - B. YOUR HEAD RULE YOUR HEART?

5. IN DOING SOMETHING THAT MANY OTHER PEOPLE DO, WOULD YOU RATHER
 - A. INVENT A WAY OF YOUR OWN, OR
 - B. DO IT IN THE ACCEPTED WAY?
6. AMONG YOUR FRIENDS ARE YOU
 - A. FULL OF NEWS ABOUT EVERYBODY, OR
 - B. ONE OF THE LAST TO HEAR WHAT IS GOING ON?
7. DOES THE IDEA OF MAKING A LIST OF WHAT YOU SHOULD GET DONE OVER A WEEKEND
 - A. HELP YOU, OR
 - B. STRESS YOU, OR
 - C. POSITIVELY DEPRESS YOU?
8. WHEN YOU HAVE A SPECIAL JOB TO DO, DO YOU LIKE TO
 - A. ORGANIZE IT CAREFULLY BEFORE YOU START, OR
 - B. FIND OUT WHAT IS NECESSARY AS YOU GO ALONG?
9. DO YOU TEND TO HAVE
 - A. BROAD FRIENDSHIPS WITH MANY DIFFERENT PEOPLE, OR
 - B. DEEP FRIENDSHIP WITH VERY FEW PEOPLE?
10. DO YOU ADMIRE MORE THE PEOPLE WHO ARE
 - A. NORMAL-ACTING TO NEVER MAKE THEMSELVES THE CENTER OF ATTENTION, OR
 - B. TOO ORIGINAL AND INDIVIDUAL TO CARE WHETHER THEY ARE THE CENTER OF ATTENTION OR NOT

11. DO YOU PREFER TO
 - A. ARRANGE PICNICS, PARTIES ETC, WELL IN ADVANCE, OR
 - B. BE FREE TO DO WHATEVER TO LOOKS LIKE FUN WHEN THE TIME COMES?

12. DO YOU USUALLY GET ALONG BETTER WITH
 - A. REALISTIC PEOPLE, OR
 - B. IMAGINATIVE PEOPLE?

13. WHEN YOU ARE WITH THE GROUP OF PEOPLE, WOULD YOU USUALLY RATHER
 - A. JOIN IN THE TALK OF THE GROUP OR
 - B. STAND BACK AND LISTEN FIRST?

14. IS IT A HIGHER COMPLIMENT TO BE CALLED
 - A. A PERSON OF REAL FEELING, OR
 - B. A CONSISTENTLY REASONABLE PERSON?

15. IN READING FOR PLEASURE, DO YOU
 - A. ENJOY ODD OR ORIGINAL WAYS OF SAYING THINGS, OR
 - B. LIKE WRITERS TO SAY EXACTLY WHAT THEY MEAN?

16. DO YOU
 - A. TALK EASILY TO ALMOST ANYONE FOR AS LONG AS YOU HAVE TO, OR
 - B. FIND A LOT TO SAY ONLY TO CERTAIN PEOPLE OR UNDER CERTAIN CONDITIONS?

17. DOES FOLLOWING A SCHEDULE
 - A. APPEAL TO YOU, OR
 - B. CRAMP YOU?

18. WHEN IT IS SETTLED WELL IN ADVANCE THAT YOU WILL DO A CERTAIN THING AT A CERTAIN TIME, DO YOU FIND IT

A. NICE TO BE ABLE TO PLAN ACCORDINGLY, OR

B. A LITTLE UNPLEASANT TO BE TIED DOWN?

19. ARE YOU MORE SUCCESSFUL

A. AT FOLLOWING A CAREFULLY WORKED OUT PLAN, OR

B. AT DEALING WITH THE UNEXPECTED AND SEEING QUICKLY WHAT SHOULD BE DONE?

20. WOULD YOU RATHER BE CONSIDERED

A. A PRACTICAL PERSON, OR

B. AN OUT-OF-THE-BOX-THINKING PERSON?

21. IN A LARGE GROUP, DO YOU MORE OFTEN

A. INTRODUCE OTHERS, OR

B. GET INTRODUCED?

22. DO YOU USUALLY

A. VALUE EMOTION MORE THAN LOGIC, OR

B. VALUE LOGIC MORE THAN FEELINGS?

23. WOULD YOU RATHER HAVE AS A FRIEND

A. SOMEONE WHO IS ALWAYS COMING UP WITH NEW IDEAS, OR

B. SOMEONE WHO HAS BOTH FEET ON THE GROUND?

24. CAN THE NEW PEOPLE YOU MEET TELL WHAT YOU ARE INTERESTED IN

- A. RIGHT AWAY,
- B. ONLY AFTER THEY REALLY GET TO KNOW YOU?

25. (ON THIS QUESTION ONLY, IF TWO ANSWERS ARE TRUE, CIRCLE BOTH)
IN YOUR DAILY WORK, DO YOU

- A. USUALLY PLAN YOUR WORK SO YOU WON'T NEED TO WORK UNDER PRESSURE, OR
- B. RATHER ENJOY AN EMERGENCY THAT MAKES YOU WORK AGAINST TIME, OR
- C. HATE TO WORK UNDER PRESSURE?

26. DO YOU USUALLY

- A. SHOW YOUR FEELINGS FREELY, OR
- B. KEEP YOUR FEELINGS TO YOURSELF?

Part 2: Which word in each pair appeals to you more?

(Think what the word means, not how they look or how they sound)

27. A. SCHEDULED
B. UNPLANNED

35. A. STATEMENT
B. CONCEPT

43. A. CALM
B. LIVELY

28. A. FACTS
B. IDEAS

36. A. RESERVED
B. TALAKATIVE

44. A. JUSTICE
B. MERCY

29. A. QUIET
B. HEARTY

37. A. ANALYZE
B. SYMPATHIZE

45. A. FASCINATING
B. SENSIBLE

30. A. CONVINCING
B. TOUCHING

38. A. CREATE
B. MAKE

46. A. FIRM-MINDED
B. WARM HEARTED

31. A. IMAGINATIVE
B. MATTER-OF-FACT

39. A. DETERMINED
B. DEVOTED

47. A. FEELING
B. THINKING

32. A. BENEFITS
B. BLESSINGS

40. A. GENTLE
B. FIRM

48. A. LITERAL
B. FIGURATIVE

- | | | | | | |
|-----|---------------------------------|-----|----------------------------|-----|----------------------------------|
| 33. | A. PEACEMAKER B. JUDGE | 41. | A. SYSTEMATIC B. CASUAL | 49. | A. ANTICIPATION B. COMPASSION |
| 34. | A. SYSTEMATIC B. SPONTANEOUS | 42. | A. CERTAINTY B. THEORY | 50. | A. HARD B. SOFT |

M.B.T.I SCORING SHEET

DIRECTIONS:

Circle the question number with your corresponding choice. (For example: If you chose "A" for question 1., then circle "1A" under the **J** category. Note: the questions are listed under the letter category for which they correspond and are therefore out of order.)

After you have circled your choices to each of the questions, add up the points for each of your circled choices within each category. (For example: if you circled 3A, 9A, 13A, 16A, and 36B under the **E** category, your total points would be 2+2+1+2+2=9 points.)

| E | | I | | S | | N | | T | | F | | J | | P | |
|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|--------------|---|
| Q & C | P | Q & C | P | Q & C | P | Q & C | P | Q & C | P | Q & C | P | Q & C | P | Q & C | P |
| 3A | 2 | 3B | 2 | 2A | 2 | 2B | 2 | 4B | 2 | 4A | 1 | 1A | 2 | 1B | 2 |
| 6A | 2 | 6B | 1 | 5B | 1 | 5A | 1 | 14B | 2 | 14A | 1 | 7A | 1 | 7B | 1 |
| 9A | 2 | 9B | 1 | 10A | 1 | 10B | 2 | 22B | 2 | 22A | 2 | | | 7C | 1 |
| 13A | 1 | 13B | 2 | 12A | 1 | 12B | 2 | 30A | 2 | 30B | 1 | 8A | 1 | 8B | 2 |
| 16A | 2 | 16B | 2 | 15B | 1 | 15A | 0 | 32A | 1 | 32B | 1 | 11A | 2 | 11B | 1 |
| 21A | 2 | 21B | 2 | 20A | 2 | 20B | 2 | 33B | 2 | 33A | 0 | 17A | 2 | 17B | 2 |
| 24A | 1 | 24B | 1 | 23B | 2 | 23A | 1 | 37A | 1 | 37B | 2 | 18A | 1 | 18B | 1 |
| 26A | 1 | 26B | 0 | 28A | 2 | 28B | 1 | 39A | 1 | 39B | 1 | 19A | 1 | 19B | 1 |
| 29B | 2 | 29A | 2 | 31B | 2 | 31A | 0 | 40B | 2 | 40A | 1 | 25A | 1 | 25B | 1 |
| 36B | 2 | 36A | 1 | 35A | 2 | 35B | 1 | 44A | 1 | 44B | 2 | 25C | 0 | | |
| 43B | 1 | 43A | 1 | 38B | 2 | 38A | 0 | 46A | 2 | 46B | 0 | 27A | 2 | 27B | 2 |
| | | | | 42A | 1 | 42B | 2 | 47B | 2 | 47A | 1 | 34A | 2 | 34B | 2 |
| | | | | 45B | 2 | 45A | 0 | 49A | 2 | 49B | 1 | 41A | 2 | 41B | 2 |
| | | | | 48A | 1 | 48B | 1 | 50A | 2 | 50B | 0 | | | | |
| TOTAL POINTS | | TOTAL POINTS | | TOTAL POINTS | | TOTAL POINTS | | TOTAL POINTS | | TOTAL POINTS | | TOTAL POINTS | | TOTAL POINTS | |

LEGEND Q & C = QUESTION & CHOICE
 P=POINTS

Compare your total points for **E** and **I**, **S** and **N**, **T** and **F**, and **J** and **P**. The letter with the greater points value is your personality type. Put this letter in the corresponding box below:

MY PERSONALITY TYPE IS =>

| E/I | S/N | T/F | J/P |
|-----|-----|-----|-----|
| | | | |

IN CASE OF A TIE

- 1) between E & I, select I
- 2) between S & N, select N
- 3) between T & F, male will select 'T' & females 'F'
- 4) between J & P, select P

Personality traits explained:

Mind:

Introverted (I) – prefer solitary activities, think before speaking, get exhausted by social interaction.

Extraverted (E) – prefer group activities, think while speaking, get energized by social interaction.

Energy:

Intuitive (N) – imaginative, rely on their intuition, absorbed in ideas, focus on what might happen.

Sensing (S) – down-to-earth, rely on their senses, absorbed in practical matters, focus on what has happened.

Nature:

Thinking (T) - tough, follow their minds, focus on objectivity and rationality.

Feeling (F) – sensitive, follow their hearts, focus on harmony and cooperation.

Tactics:

Judging (J) – decisive, prefer clear rules and guidelines, see deadlines as sacred, seek closure.

Perceiving (P) – very good at improvising, prefer keeping their options open, relaxed about their work, seek freedom.

www.16personalities.com