

BUSINESS INSIGHTS

Fostering Entrepreneurship and Mentorship **Amongst Nutrition Professionals**

SPRING 2021

Dietitians in Business & Communications BUSINESS INSIGHTS

A dietetic practice group of the Academy of Nutrition and Dietetics

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After reading this issue of the Spring 2021 Business Insights newsletter, current DBC members can earn 1.0 hour of continuing education units approved by the Commission on Dietetic Registration (CDR). Free CPE eligibility is based on active DBC membership status and publication date. Non-DBC members can purchase CPE for \$24 (Academy members) or \$54 (non-members).

DBC members will receive the articles for \$0 in the Store at https://www.eatrightstore.org/dpg-products/dbc. To earn CPE, users must complete the post-test and Critical Thinking Tool in the Academy's Learning Management System (LMS) by May 18, 2024. The LMS can be accessed at https://eatrightcpe.org. After passing the quiz, to view/print your certificate or access your CPEU credit history, go to: https://eatrightcpe.org

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MESSAGE FROM THE CHAIR

Jennifer Seyler, MBA, MS, RD

The last 18-months has given the world more challenges than we are all likely used to handling at one given time. According to the Webster dictionary, there are several ways to define a 'challenge,' but in general, the outcome of a challenge is change. And change is what DBC has done throughout this term, with its focus on:

- Insights into Action
- Communications & Transparency
- Collaboration & Strategy
- Business Acumen & Leadership

One of Webster's 'challenge' definitions states, "to dispute especially as being unjust, invalid, or outmoded, [in other words], new data that challenges old assumptions." While DBC was challenged from the ongoing acts of COVID-19 and the continual unequal treatment of friends and family, it also took a hard look at itself as an organization – what are the members saying, what are their actions telling leadership, is the leadership working effectively and efficiently, and more.

As the group challenged themselves through this questioning process, and through all the different avenues explored to meet members where they were, DBC has been able to rally around a new team culture, a five-year strategic plan, continual evaluation of efforts, and campaigns that really speak to members.

I am so proud of the leadership team and the DBC members for their continued support and feedback during this last term. DBC is a special group of people who understand the importance of taking on challenges, even if that means being the only dietitian at a food company, or starting a business, or leveraging nutrition knowledge in other disciplines, such as marketing, sales, and more.

Keep up the awesome work DBC members, and continue to lead by example.

Jennifer Seyler



Founder of Business Strategy and Operation Consulting, LLC., Jennifer Seyler is vision-driven and goal-focused with a record of achievement and innovative thinking. She has 15+ years' experience working with CPGs, commodities and non-profits, and has established a transformational leader reputation who is driven by challenge, undeterred by obstacles, and committed to furthering standards of excellence. Her knowledge of nutrition combined with her business acumen allows her to provide clients with a unique approach to achieve their goals.

Seyler lives in Elmhurst, IL and also spends her time running and with her family - husband Eric, Major (9) and Levi (8), and two dogs - Maxi and Sadie. Feel free to reach out to her at jseylernutrition@hotmail.com.



MESSAGE FROM THE INCOMING CHAIR

By Rayona Baker, RD

2020-2021 has been a year of change, pivots and flexibility. Routine as we all knew prior to March of 2020 was most likely turned upside down, not only in our work environment, but also in our personal lives. Through all of this, our leaders and volunteers at DBC have continued to focus on the opportunities to meet your educational and professional growth.

DBC has provided excellent educational programs including webinars, master classes and workshops, which support our community professionally and personally. And it has been a whirlwind year having Jennifer Seyler as our Chair with her energy and forward-thinking approach to strategic planning.

The earliest recorded pandemic happened during the Peloponnesian War 430BC Athens. On March 11, 2020, the World Health Organization announced that the COVID-19 virus was officially a pandemic after positive cases were in 114 countries within 3 months. Think about other milestones in history that have had an impact on you as an individual. I remember exactly where I was and what I was doing when the Challenger Space Shuttle exploded, the Twin Towers were attacked and when my first patient died from Hepatitis and HIV.

Taking a holistic approach with physical activity, balanced nutrition, mental and spiritual support, RDNs are equipped to merge science and nutrition during these pivotal times and promote healthy lifestyles. We are known for our organizational skills, problem solving attributes, compassion, active listening skills, flexibility and communication.

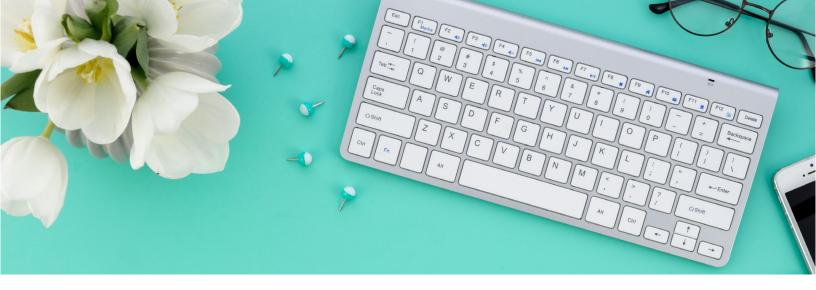
Erin Sandage writes that the majority of organizations were impacted by COVID-19, as well as volunteers that support these organizations. "People had to switch things up by canceling events, but also found creative ways to deliver services in safe ways for staff, volunteers and the communities being served". Volunteers join organizations for multiple reasons: wanting to give back, provide comfort, bridge separation, connect with a cause and find solace from collaborating with others toward a common goal. Volunteering also builds confidence and selfesteem, fosters new skills, creates social ties, and generates trust.

Now is a great time to reconnect with mentors and mentees. Many individuals have experienced career path changes over the past year, perhaps by choice or necessity. Even if it has been years since you "checked in", call, email, drop a note in the mail or facilitate a virtual connection with your mentors and mentees. One person can make a lasting difference, and our actions and words can last a lifetime.

Rayona Baker



Rayona Baker, RD, LD is the Non-Commercial Business Solutions Specialist for Gordon Food Service Central States Division. Offering operational knowledge, nutritional expertise and industry trends. Rayona's background includes Director of Marketing Operations, Food and Nutrition Service Manager at an acute care rehab hospital. Rayona received her BS in Dietetics from the University of Kentucky. She is past president of Kentucky Dietetic Association and the Nominations Chair. Rayona has served on the Academy of Nutrition and Dietetics Dietitians in Business and Communications Practice Group and is an active member of Association of Healthcare Foodservice Hoosier Chapter. Rayona also served on the Advisory Board for the Lincoln Trail Home Health Agency, Nutrition and Food Science Advisory Board for the University of Kentucky and currently the Advisory Council for Murray State University. Rayona is also a Gold Club recipient for outstanding performance with Gordon Food Service.



LETTER FROM THE EDITOR

Georgia Rounder, RDN 2020-2021 Newsletter Editor

Hi DBC members and thank you for reading the Spring 2021 issue of the DBC Business Insights Newsletter! I'm excited to bring you a new edition packed with insightful and inspiring articles that are sure to foster continued learning and offer tangible guidance for your own careers in the field of nutrition and dietetics.

As the nutrition and dietetics profession continues to evolve in 2021, dietitians are paving the way for new opportunities, practice areas and ways of working. In parallel with the rise of dietitian entrepreneurs, the sky has now become the limit for nutrition professionals as they explore innovative career paths – paths which are often informed and inspired by mentors in the field. In this issue we'll take a holistic view of entrepreneurship including where to start on this path,

resources to support dietitians on their entrepreneurial journey and inspiring case studies of dietitians finding their own passion areas in the field. We'll also take a look at how mentorship plays an integral role in the identification and support of dietitians' career journeys and success.

Lastly, I'm thrilled to introduce you to the incoming DBC *Business Insights Newsletter* Editor for next year, Rebecca Valdez. I look forward to seeing the fresh topics and unique perspectives Rebecca brings to the newsletter, as I move into a supporting role as Associate Editor.

Georgia Rounder



Georgia Rounder, RDN is the DBC Business Insights Newsletter Editor. She currently serves as an Account Manager at Eat Well Global, a global strategic communications firm focused on food, nutrition and health. In her role, she helps companies and organizations engage with health & wellness professionals all across the globe. She earned her Bachelor of Applied Health Science degree from Indiana University Bloomington and completed her dietetic internship at Oregon Health & Science University in Portland, Oregon. Connect with Georgia at grounder@eatwellglobal.com.



LETTER FROM THE INCOMING EDITOR

By Rebecca Valdez

Dear DBC Members,

There are many things none of us could have envisioned we would be doing now or have done over the past challenging year. Yet, it is this unprecedented time that has shown me that anything is possible.

In fact, we're capable of adapting and thriving. In a sense, it's possible because of business and communication. Business and communications allow us to have an exchange and understanding, despite all the upheaval in our world and society. We continue to facilitate an exchange of ideas, a give and take to nurture ourselves and our loved ones, and to maintain connection and sense of community to keep on going.

I am delighted to address you as the incoming Editor of Business Insights. Assisting me in this process will be your Associate Newsletter Editor and past Editor for the FY2020-2021, Georgia Rounder, RDN. I'm thrilled to have her continued support and wisdom as I learn the ropes and serve as your Editor in the coming year. Looking forward, I hope to share with you more skill-building tools, thought-provoking conversations, and diverse stories to keep us connected and thriving in business and communications.

I'd love for us to connect. I look forward to getting to know you and bringing you meaningful and impactful content in the coming year. You can find me on Instagram @rvaldez12 or LinkedIn at linkedin.com/in/rhwang12/.

Rebecca Valdez



Rebecca Valdez is a Dietetic Intern in the Program in Nutrition at Teachers College, Columbia University where she is completing her Master's in Nutrition Education. She works as the Communications and Policy Coordinator at the Laurie M. Tisch Center for Food, Education and Policy where she crafts messages about the Center's research and advocacy to improve food and nutrition education and kids' food environment. She hopes to work in nutrition communications and marketing when she graduates in August 2021. Rebecca earned her BS in Communications and Public Relations from Boston University and has experience working in strategic communications and branding, donor development, and volunteer management. Connect with Rebecca on LinkedIn.



SUCCESS IS NOT AN ACCIDENT

By Barbara Mayfield, MS, RDN, LD, FAND

Disclosure: The author, Barbara Mayfield, served as editor for **Communicating Nutrition: The Authoritative Guide**, published by the Academy of Nutrition and Dietetics in 2020. This article and the DBC spring webinar series, "The Successful Communicator Series," are based on Section 7 of the book.

Disaster can be an accident, and often is, but success is never "accidental." A successful communication endeavor – whether it consists of a live presentation, a webinar, a published article, a demonstration, a video, or any type of program – doesn't just come together effortlessly. Behind the scenes extensive planning and preparation took place. The audience may not even notice the flawless execution, but when something goes wrong, everyone suffers.

Would you agree that when we think of successful communication we generally think of crafting messages, designing visuals, or presenting with confidence – and often overlook or fail to consider the importance of things like logistical planning or preparing for questions, which can be just as important to success. The saying, "the devil is in the details," certainly applies to the success or failure of nutrition communication!

What "disasters" have you encountered – as the communicator or the audience member? Technical difficulties, equipment failures, speakers who didn't show up, distracting audiences, hostile questions, mistakes in the marketing copy, lost files? The possibilities are endless. For most seasoned communicators, experience is our teacher. Disaster prevention isn't in the dietetics curriculum, but maybe it should be. When I taught nutrition communication, I shared my experience-based knowledge with our students to save them future heart ache.

Every semester it seemed I had new disaster stories to tell, like my tale of traveling from Indianapolis to Albany, to speak for the New York State Nutritional Concerns Conference. It was early April and one flight after another was cancelled due to horrible storms along the east coast. I finally arrived, thanks to my practice of never taking the last flight available, and had time for a few hours of sleep before getting up for the next day's presentation. However, my luggage did not arrive and I didn't see it again until my return flight. Thankfully, I also followed my policy of wearing an outfit for travel that I would also feel comfortable speaking (and sleeping) in! I recall more than one conference participant complimenting my outfit that day and smiling knowingly to myself. "Disasters" even happened in class, like the day the screen dropped off the ceiling or times the power went off. Did we cancel class? No. The "show must go on"!

This newsletter article summarizes content from the first two webinars in the DBC "Successful Communicator" series. You can access recordings of these webinars at the link found at the end of the article.

To summarize the key concepts highlighted in the webinar series, I have selected three words for each area. As you understand and put into practice these principles you will communicate with less stress and more success.

WHAT DOES IT MEAN TO ATTEND TO LOGISTICS? PLAN. PREPARE. PREVENT.

Imagine being the committee chairperson for FNCE 2020 when the COVID-19 pandemic prohibits all in-person conferences. What do you do? Cancel? Postpone? No. "The show must go on." How do you pivot an event from a convention center to completely virtual? You attend to the logistics.



That logistical nightmare turned into the most highly attended conference of the Academy of Nutrition and Dietetics. Disaster became success. And that success included high-level logistical planning.

What does it mean to attend to logistics? It means handling all of the details of an operation. Logistical planning involves:^{1,2}

- Making all of the necessary arrangements whether on location or online (place or platform, date, time, technology, supplies, speakers, and more)
- Setting up agreements as to who is responsible for what and putting it in writing, if not with a formal contract with a detailed letter or email
- Creating a master timeline with deadlines for each task
- Documenting all correspondence and arrangements
- Tracking and confirming all plans
- Preparing supplies
- Having a back-up plan

See the checklist of logistical details.

When we plan well, we are prepared, and we prevent most disasters. Communicators can focus on communicating effectively, organizers can relax and enjoy a smooth stress-free execution, and the audience reaps the benefits of productive engagement and learning.

The bigger the event the more likely event planners will handle most of the logistical planning. For smaller events, the communicator or speaker may also serve as organizer, moderator, and the technical crew. Whether a program is large or small, everyone is responsible to do their part, on time and as expected.

Logistical planning also means being prepared for the unexpected. It means packing the umbrella, the extension cord, and the duct tape. Above all, when something happens beyond our control, we are prepared to display a professional, positive attitude.

"When the unexpected happens, it can be a challenge to remain positive, but doing so is essential for maintaining composure. When presenters take the stage, they communicate not just with their words, but by the way they present themselves. Nothing tests that like the stress of something going awry. When unforeseen events occur, communicate professionalism and confidence. Diffuse the stress with calm. This response will be contagious.

Consider how the audience will remember the experience later. Display an attitude and behaviors that would be a source of pride if later posted on social media. Keep in mind that everyone is affected and try to create the best possible outcome for all. Maintain a positive attitude."

Plan. Prepare. Prevent.

Checklist of Logistical Details Before the event: Work with the technical support crew to test equipment. Confirm date, time, and location, Make any necessary adjustments to the Take care of contracts and paperwork; room setup, lighting, and temperature. meet deadlines. Organize supplies and handouts. Prepare and procure supplies. Run through timing and assistance Have a backup of your speech and notes. needed. Confirm travel arrangements and last-Start and end on time minute details. Identify the location contact (to ensure access to venue, room, and electronics). Confirm who is responsible for cleanup, room arrangement, and locking doors. At the event: Submit requested paperwork. Arrive early, and meet others who are part of the event. Thank those who helped.

Source: Chapter 33, Communicating Nutrition: The Authoritative Guide



WHAT IS A SUCCESSFUL MODERATOR? PREPARED. POSITIVE. PRESENT.

Have you ever considered the important role a presider or a moderator plays in the success of a presentation? An effective moderator or presider sets the stage, establishes the atmosphere, and are instrumental in the overall success. They fill many roles. They serve as host, making participants feel welcome. They handle logistics during the event even if they were minimally involved ahead of time. They introduce speakers, keep track of the time, and monitor the Q&A. They are overall problem solvers. 1-3

I often told my nutrition communication students at Purdue that they were more likely to preside over a session, before they would be asked to be the presenter. If putting someone inexperienced into the moderator position can have disastrous results, why do we rarely expend effort in preparing people to fill this role? I created a tip sheet4 summarizing how to prepare to be an effective moderator. Download a copy at the link found at the end of the article.

Prepare in Advance

An effective moderator does their homework. They know all of the "who, what, where, when, and how" needed for a successful session or event and to help all of the pieces work together. They are familiar with the venue or virtual platform, the audience, the speakers, the desired outcomes, the technology and supplies, and the timeline. Preparation is key to their success.

Set the Stage

An effective moderator sets the tone. They are often the first one on stage serving as host, welcoming attendees, sharing expectations, orchestrating the schedule, and introducing key participants. Their role continues throughout the event, fielding questions, solving problems that arise, and graciously thanking everyone with a warm and professional demeanor.

Introduce Others to Build Authority and Anticipation

A central responsibility of a moderator or presider is introducing speakers and other key personnel. A well planned introduction establishes credibility and builds excitement for a presentation. A moderator who knows both the audience and the speaker is able to connect the audience to the speaker and the topic of the presentation in a succinct introduction.

Keep Things Running Smoothly and On Time

An effective moderator keeps a session running smoothly and within the time allotted. They start on time and provide speakers with time signals to alert them when to be finished. They monitor activities and the Q&A portion of a presentation to keep on schedule and provide ample opportunities for participation. They attend to problems efficiently and with composure.

Expect the Unexpected

"Regardless of the preparation or organization by the moderator, the unexpected can happen, from the absence of a speaker to full failure of the technology. How the moderator handles the situation affects how the audience will respond. Maintain composure, work with organizers to create a smooth transition, and above all, add a little humor and smile."

Bring to mind a presentation that did not run smoothly. How might the moderator have made the difference between success and failure? Be the moderator that performs their duty with excellence and contributes to a successful session.

Prepared. Positive. Present.

WHAT DOES SUCCESSFUL AUDIENCE MANAGEMENT REQUIRE? BE. FULLY. PRESENT.

Successful audience management requires careful preparation as well as execution. When someone is able to "read a room" or "command an audience" it isn't due to an inborn personality trait, their uniform, or waving a big stick. It involves learning how to create and maintain an atmosphere where communication and learning are maximized and desired outcomes are achieved.

Have you ever experienced a session in which no one seems to be paying attention? If so, you'll agree, it's pretty awful! When this happens the communicator may appear oblivious to what is going on, or they may display frustration, discomfort, anger, or hopelessness. None of the above is a productive response.

The goal is for communicator and audience to be "in sync" with each other¹ – aware and responsive to the others' verbal and nonverbal communication. For this to happen requires both



parties to fully pay attention, in other words, to be fully present.

An attentive communicator is aware of their surroundings and how the audience is receiving and responding to what is happening. They make purposeful eye contact, interpret nonverbal communication, and respond appropriately. If the audience appears confused, they provide clarification or elaborate on the point just made. In a virtual environment they build in mechanisms to garner audience feedback.

An underutilized strategy for audience management is calling people by name. When people hear their name, they automatically become more attentive and responsive. When dealing with difficult audience members, using their name is a first step in correcting the negative behaviors.⁵

Audience management also requires establishing expectations and consistently enforcing them.⁶ All types of audiences benefit from clearly stated expectations whether they be children or adults, and whether in-person or online. For example, a common problem in groups of children is giving the rule "ask for permission to talk by raising your hand" and then allowing children to shout out questions or answers. If an expectation is ignored it doesn't serve its purpose.

The webinar highlighted the best advice for preventing or correcting a number of problem behaviors you may encounter.

- To prevent side conversations, build in times for reflection and discussion and times to ask questions, let the audience know to expect these and be prepared for them.
- If someone in your audience challenges you as the speaker or tries to take control of the floor as a know-it-all, recognize them by name, acknowledge their contribution graciously and professionally, and return to the topic. If necessary, offer to speak to the person later. Your audience will appreciate you maintaining your composure and preventing an unpleasant exchange.
- Late arrivals and early departures can be distracting.
 These are most common at large conferences where
 attendees have multiple responsibilities and should not
 be taken personally. If your situation is ongoing, address
 the issue privately to be least disruptive.
- When audience members don't want to participate, offer opportunities for various levels of participation. Provide

them with a way to observe and record their observations, have them serve as the time keeper, or encourage them to partner with someone else or a small group.

It also pays to teach your audience how to pay attention. I created a tip series for this purpose7 and a link to download a copy is at the end of the article. Use it as a handout. The final tip bears repeating:

Attention = Respect

An audience that gives full attention to a presenter and a presenter who is aware and attentive to an audience exhibit respect for one another. Attention and respect promote effective, free-flowing communication and optimize learning. Conversely, when an audience is disengaged, distracted, or disruptive, respect is lost and learning is minimized. Make full attention your goal.

Be. Fully. Present.

WHAT ARE THE STEPS TO A SUCCESSFUL O&A? LISTEN. CLARIFY. REINFORCE.

This portion of the webinar asked participants to decide how they felt about the question and answer portion of a presentation. Which of the following describes your answer?

- I am anxious, I have no idea what's coming, and I am worried I won't be prepared to answer questions.
- 2. I have said all I need to say, so really what can people have questions about?
- **3.** Q&A session? I thought that was just time padded in case my presentation ran over.
- **4.** I've prepped for this part of the presentation as I would any other part of my presentation.

Even knowing #4 is the "right" answer, you may have experienced all of these thoughts and feelings. The question and answer session is a very important, yet often unprepared for, portion of a presentation. It is an excellent opportunity to find out what stimulated the audience's interest, discover what they found confusing or what they want more information about.

In Q&A format, what do we need to know about the Q&A?1



What is the role of the Question-and-Answer Session?

What is the role of the Question-and-Answer Session?

- The Q&A demonstrates the audience's interest in the topic and a desire to learn
- The Q&A provides the opportunity to clear up confusion
- The Q&A provides the opportunity to expand on information provided
- The Q&A provides the opportunity to reinforce key messages

How does a nutrition professional effectively call for questions?

- Plan ample time for questions
- Provide clear guidance as to when and how the audience is to ask questions
- Questions can be called for and delivered verbally or in writing
- Questions can be called for and delivered in-person or electronically, such as using a smartphone app
- Questions can be called for before, during, or after a presentation

How does a nutrition professional effectively respond to questions?

- Listen or read the question fully without formulating an answer
- Pause briefly to organize your thoughts
- In-person, repeat the question
- Open with a concise summary of the answer
- Provide one piece of supporting evidence or an example
- End with a summary of the answer and if possible tie it to a key point

How does a nutrition professional deal with difficult questions?

- Try to get a better question by asking for it to be repeated, clarified, or defined
- Ask a question in return to help get a focused question
- When a question is unrelated to the topic, provide a connection if you can or ask the questioner to provide relevance
- A "stupid" or "dumb" question is best thought of as a question with an obvious answer. Use this as an opportunity to review a key concept or message, possibly even posing it to the audience to work through together
- When someone gives a long-winded question or a mini speech, feel free to say "I must interrupt you in the interest of time."
- When you don't know the answer to a question, be honest, share what you do know, and if you are able to respond later, ask for the question in writing
- When a question is hostile or controversial, maintain a professional and calm demeanor, respect different opinions, and provide evidence for your answers

What are practical strategies to ensure a successful Q&A?

- Practice and prepare
- Make sure everyone in the audience hears the question and feels involved in the response
- Maintain professional delivery
- End by emphasizing the key message

When preparing for the Q&A, keep three words in mind: Listen. Clarify. Reinforce.



PREPARATION PAYS. ARE YOU READY?

Imagine spending days, possibly weeks or months, creating a stellar presentation, publication, or full-fledged program. However, something was missing from your preparation efforts and due to a lack of logistical planning, mismanaged moderating, mishandled audience members, or a lack of preparation for difficult questions, your communication endeavor ends in disaster. With advance planning and preparation in these critical areas, most problems can be averted, or if not avoided can be turned into opportunities to demonstrate poise and professionalism. Are you ready?

You may have noticed a common theme to what increases success is preparation. It is rare that someone truly "wings it" successfully. Chances are they have performed the same task numerous times even if the current time seems "off the cuff" or "in the spur of the moment." Preparation is fundamental to success.

The other common themes are having a positive attitude and giving our full attention. When we practice positivity and are fully present – whatever our communication role – we will contribute to the best possible outcome.

Success is waiting.

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For more information:

The book **Communicating Nutrition: The Authoritative Guide** is the primary source for the webinar series and for this article. For more on these topics, the book contains more depth, practical solutions, and helpful checklists. Learn more about the book: https://www.nutritioncommunicator.com/communicating-nutrition

Download a free copy of tip sheets about logistical planning, effective moderating, attentive audiences, audience management, and managing the Q&A: https://www.nutritioncommunicator.com/tip-sheets



Barbara J. Mayfield, MS, RDN, LD, FAND is a nutrition communicator with expertise in business, academia, community programs, professional writing, and speaking. Barb served as Editor-in-Chief for the Academy of Nutrition and Dietetics' Communicating Nutrition: The Authoritative Guide, published in 2020. As president of Nutrition Communicator, LLC, she leads other nutrition professionals to hone their communication skills and more effectively reach diverse audiences. Barb's presentations are engaging and interactive, tailored to the audience, up-to-date, reality-based, and inspiring. Barb enjoys giving keynotes, concurrent sessions, longer workshops, and webinars.

SELF-STUDY QUESTIONS & ANSWERS

Article: Success Is Not An Accident

Author: Barbara J. Mayfield, MS, RDN, LD, FAND Certified Item Writer: Tori Schmitt, MS, RDN, LD

RD #: 1095587

1. What does it mean to attend to logistics?

- A. Plan. Prepare. Prevent.
- B. Schedule. Share. Solve.
- C. Practice. Present. Push.
- D. Start. Smile. Stop.

2. Which of the following is included in logistical planning?

- A. Starting the session five minutes late to accommodate for others
- B. Documenting correspondence and arrangements
- C. Messaging your presentation with memorable sound bites
- D. Avoiding deadlines and instead going with the flow

3. What does it mean to "set the stage" when moderating a presentation?

- A. Assemble food and beverage appropriately
- B. Establish the tone and expectations of the event
- C. Prepare the lighting and microphone
- D. Sit down on the stage or near the podium

4. Which of the following is not a skill of an effective moderator?

- A. Preparing in advance
- B. Introducing others
- C. Neglect the unexpected
- D. Keep things running on time

5. Which of the following is the desired outcome of a well-planned introduction by a moderator?

- A. To make the audience laugh
- B. To flatten the excitement of the audience
- C. To establish credibility of the speaker
- D. To encourage the audience to leave the event early

6. How does a person learn how to "read a room"?

- A. By honing in on their inborn personality traits including charisma and woo
- B. By dressing in appropriate apparel, like a uniform, or other professional attire
- C. By waving a stick in front of the audience and gauging their
- D. By creating an atmosphere where communication and learning are maximized

7. Which of the following is not a skill of an attentive communicator?

- A. Making eye contact
- B. Believing everyone understands the presentation
- C. Interpreting nonverbal communication
- D. Responding to the audience appropriately

8. What underutilized strategy can be done to help difficult audience members correct their negative behaviors?

- A. Use their first name when responding
- B. Ignore them until they get more frustrated
- C. Answer each of their questions, no matter how long it takes
- D. Avoid eye contact

9. Which of the following is <u>not</u> a technique that a speaker can use to enhance the engagement of audience members?

- A. Provide the audience with a way to reflect upon observations
- B. Have an audience member serve as the time keeper
- C. Encourage the audience to discuss with a small group
- D. Speak in the same tone and tempo throughout the presentation

10. How can nutrition professionals effectively respond to questions?

- A. Listen or read the question fully without formulating an answer
- B. Answer a question with the first thought that comes to mind
- C. Avoid repeating the question in an effort to save time
- D. Open with a concise summary of the answer

6.D 8.7 8 8.8 8.4 0.9 D.

Answer Key:

FIND YOUR NICHE, FIND YOUR AUDIENCE

By Luis Gonzalez, MS, RD

Registered Dietitians and dietetic technicians are experts in a wide range of food, health, and nutrition topics. This, in fact, is one of the most exciting aspects of the field – we get to educate patients, clients, and consumers on the many ways nutrition impacts health throughout the lifespan. Following that idea through, it's natural to think that we should be talking to everyone about everything all the time. But this is counterintuitive to growing your career. The best way to grow your audience is to find your niche in the market, or a specialized area where you can contribute something no one else can.

Think about it like this: if you have a problem with your foot, you go to a podiatrist. You do not visit a general physician because you know they will not be as knowledgeable on this topic. Consumers and patients follow the same way of thinking.

While finding your niche can seem daunting, the best method is to keep working at it by following these three simple steps:

EXPLORE YOUR INTERESTS AND EXPERIENCE

Start with what you know and feel passionate about. Is there something you have gone through or are going through that will help you relate to an audience better? Perhaps you grew up in an underserved community and now, as a nutrition expert, you have the opportunity to make a difference. If these are not viable options for you, search online for inspiration and note what thought leaders are talking about. And pay special attention to what they're NOT talking about; this could be your niche.

FOLLOW YOUR INSTINCTS

When something strikes a chord, pull on that thread and see where it leads. You might think that your interest lies in writing a blog about plant-based recipes. But as you explore more, you realize that you are more drawn to the process of taking the photos for your blog. I found myself in this situation not long ago, knowing that I wanted to share some of my knowledge through Instagram (my preferred social media platform). I tried a few different types of content along the way such as sharing recipes, nutrient-specific messaging, and graphics, but what really got me excited was photography. That excitement turned into curiosity and drive to continue developing my skills, which in turn has led to better content and other opportunities.

PRACTICE AND PIVOT

Speaking of exploring - keep practicing and developing your skills, but do not be afraid to accept when something is not working. Maybe building your business around counseling pregnant women with type 1 diabetes using the Nordic diet seemed like a good idea at first, but now no one's knocking on your door. If your niche is too narrow, take a step back and analyze the landscape again – where can you make a unique contribution while still maintaining an engaged audience? Using myself as an example, I realized that there were many amazing dietitians already creating great recipes for social media, but I realized that I could contribute with mouthwatering photography.

The biggest takeaway is not to give up! Rome may not have been built in a day, but a day is all you need to start your journey.

Luis Gonzalez



Luis is an Account Coordinator at Eat Well Global, a highly specialized global nutrition communications and consulting firm. In this role he uses evidence-based information to empower global change agents in food and nutrition. He is also the creator behind @nutritionbyphoto and enjoys capturing delicious food photography for social media. Luis is passionate about using different mediums to help consumers make educated food choices. In 2019, he co-authored 30-Minute DASH Diet Cookbook: Fast and Easy Recipes to Lose Weight and Reverse High Blood Pressure with fellow dietitian Andy De Santis, RD, MPH to educate consumers on convenient and nutritious meals to help prevent and manage high blood pressure. Luis has worked in a variety of settings, including long-term care facilities and food service management. Luis received a bachelor's degree and master's degree from Florida International University.





HOW TO: PICK A SIDE HUSTLE THAT'S RIGHT FOR YOU

By Vinny Panza

It's 2021. You've been working from home for almost an entire year. You've baked every banana bread you could fit in your oven, tried every living-room yoga class you can wake up on time for, and binged enough Game of Thrones to last you till next winter. Throughout all of this, you've seen friends and co-workers start side hustles doing everything from making face masks to virtual cooking classes. By now, you may have asked yourself, "Should I be side-hustling, too?"

If this sounds familiar, here are three questions to consider before taking the plunge:

1. Why are you really hustling on the side?

You've got to have a solid, specific reason to start any hustle. Otherwise, it's just a hobby (and that's okay, too). Maybe you've been furloughed and are looking for financial support, or maybe you just want to save extra money for a bucket-list trip to Maui once it's safe to travel again. Whatever your reason, have a goal you're working towards to help celebrate the highs and justify the lows associated with any self-run business.

2. What do you actually like to do?

"Understand what makes you tick and align that with what you plan to do. You may love cooking, but it doesn't mean you want to spend hours in the kitchen fulfilling orders. So, you might choose something like hosting virtual cooking classes rather than delivering homemade meals. These distinctions are important when push comes to shove. The passion for a potential side hustle, even if you have a goal, is going to affect how well you do it and for how long.

3. Do you have the capacity to take on a side hustle?

Be realistic about your current lifestyle and whether you can put enough time into your venture. You may love the idea of selling sustainable handbags on Etsy, but have you considered the time it takes to design, construct, photograph, upload, market, correspond, ship, and follow-up consistently to make that a legit endeavor? Know your limits and be ready to work with them, whether it means accepting the steady pace of hand-made work or clearing your schedule for a high-production workflow.

Whatever your idea, whatever your passion, building your foundation based on these essential inquiries will make sure your side hustle doesn't become a side hassle. Good luck and get moving!



Vinny Panza is a life-long martial artist who gave up a high-paying advertising job to teach kickboxing and learn about nutrition. He's seen the world, but loves his hometown, NYC, and will likely and happily live there the rest of his life. He loves animals, rock-n-roll, vegan pizza, and his wife and family. You can follow him on Instagram @gorillavinny.

MEMBER SPOTLIGHT:

Nicole Howkins

MA, RD, LDN

Interview by Georgia Rounder, RDN

Please tell us about yourself and your current role as a nutrition professional.

I'm Nicole, a Texas transplant living in Chicago with my fiancé and English bulldog. I work in the PR department at a better-for-you ad agency. I pitch, write blogs, consult on all things nutrition, and work with influencers.

Why did you decide to pursue a career in nutrition and dietetics? And how did you discover your own passion area within the field?

For as long as I can remember, I've been fascinated by nutrition and food. I knew going into college that I wanted to do something with nutrition. It wasn't until grad school, though, that my eyes were opened to all the different job opportunities the field of dietetics presented. I loved that I could pave my own way within the field, too. I found my passion when I was completing my community rotation and spent a week with a nutrition communications consultant. I loved learning from and working with her, and I immediately knew I wanted to pursue a career in nutrition communications.

What is something people would not expect to hear that you do in your job?

A big part of my job involves working with influencers. We utilize the influencers' networks and talents to help market the brands we represent.

One central focus of this newsletter is the importance of fostering mentorship in the nutrition and dietetics profession. How has mentorship played a role in your own career development?

Mentorship has played a huge role in how I've gotten where I am today. I've had quite a few dietitian mentors that have helped guide me and share different elements of what they do with me. Surrounding myself with amazing dietitians has truly shaped me and my career path and I don't know where I would be without them.



What advice would you give DBC's student members interested in pursuing a career in nutrition communications?

Go for it! If you are not sure where to start, I would encourage you to find a dietitian doing what you want to do and see if you can build a relationship with them and learn from them. We are also launching the DBC mentorship program soon, which will be an amazing opportunity to get mentored by some of the best dietitians in the nutrition communications field.

Nicole graduated from the University of Oklahoma with her bachelor's and master's degrees in nutrition. She is passionate about taking the noise out of nutrition and breaking complicated nutrition information down into bite size pieces. She loves working with CPG companies, and in her free time, you'll find her exploring Chicago and all the city has to offer.



ESSENTIAL TOOLS

By Georgia Rounder, RDN

Whether you're a budding entrepreneur, seasoned business owner or member of a larger organization, there are a variety of tech tools and platforms that provide structure, efficiency and ease to your day-to-day work. Here we're highlighting several go-to tools to help grow your business and allow you to focus on your favorite, creative aspects of the job:

FOR YOUR DESIGN NEEDS...



Canva is a convenient, digital graphic design platform that allows you to create unique artwork for your business. With a resource library of over 1 million images, graphics and fonts, the design sky is the limit. The platform also provides access to a large range of design tools to develop any business assets you need – everything from infographics to social media templates.

FOR YOUR PROJECT MANAGEMENT NEEDS...



Trello is a free project management platform that will help keep your team running efficiently and smoothly. Through this tool, you and your team are able to share files, create collaborative checklists, develop brainstorm boards and much more. Regardless of the project need, Trello has a functionality to keep the entire team organized and on track.

FOR ACCOUNTING ASSISTANCE...



While it might not be the most exciting part of running a business, sharp accounting is an essential component of any successful company. **Quickbooks** is an accounting software that makes the process much easier, with the platform offering such services as bill management, payroll and payment processing.

FOR OUTSOURCING REQUESTS...



Teamwork is often the foundation of success, as no single person can grow a business on their own. And when outsourcing needs arise, **Fiverr** is a great solution. This tool represents an inexpensive, comprehensive marketplace of freelancers offering nearly any and all services. Whether you're looking to boost the SEO for your company's website or you're seeking a translation service for a YouTube video promoting your services, Fiverr has you covered.

These tools are for your information only. The Academy of Nutrition and Dietetics and Dietitians in Business & Communications DPG do not endorse any of these products or services.

HOW TO NURTURE STRONG RELATIONSHIPS WITH YOUR MENTORS

By Rebecca Valdez

For any nutrition and dietetics professional, the path to becoming a RD is not easy. It's both time and resource intensive. Yet, I believe one of the most impactful resources is one that is unquantifiable - the relationships with mentors.

Over the years, mentors have generously shared their time, lent a listening ear, imparted wisdom from their own experiences, and offered advice and encouragement. Their presence along my journey helped to expand and accelerate my personal and professional growth, and for that I am most grateful.

While there's no way for me to "pay back" my mentors, I have found ways to show my gratitude and continue to nurture meaningful relationships, as I transition from being a student to dietetics professional.

CONTINUE TO SHOW UP

When it comes to mentors in your field, it's important to be active in maintaining your relationships. This means to continue to show up periodically in their inbox. Maybe you reached out to somebody for an informational interview or asked for an introduction or recommendation. Whatever the initial contact reason, be sure to follow up every few months or once a year. These follow ups are opportunities to add value and show the mentor how they have played a role in your growth as a professional. Use these emails to share updates on where you are now in your career, potential next steps for you, or even share resources or articles that you think may be valuable to the mentor. As a plus, if opportunities do arise that may be a fit for you, you'll stay top of mind for a referral.

SAY NO SOMETIMES

While traditional advice may be to say, "yes," to everything, a hard lesson I learned recently is that it's just as important to know when to say, "no." When it comes to nurturing relationships with your mentors, and something comes your way, it's important to evaluate the opportunity. Consider

whether or not you have the capacity and capability to fully deliver. Not upholding your promise isn't great for building relationships, especially if your mentor is the one referring you for that opportunity. You want to make them look good by being great! It's also important to consider your own career interests. If you say yes to an opportunity that doesn't sound enticing to you at the beginning and do it grudgingly, people will notice. To keep your relationship intact, it's much better to be upfront and honest. This could sound like, "I'm honored you considered me for this opportunity! However, with my current commitments, I do not have the capacity to take on xyz," or, "I'm so grateful you shared this opportunity with me, but it seems as if you're asking for xyz, whereas I'd really like to grow my skills and expertise in xyz area." Remember that you can be gracious without saying yes to everything. It's a valuable attribute to practice being truthful to yourself and what you want for your career.

PAY IT FORWARD

As I would not be where I am today without mentors, I always try to pay it forward. As I have felt the fear, anxiety, and uncertainty about my education and career, I am in a position to help alleviate some of these feelings for people who are a step behind in their nutrition and dietetics journey. Despite the uncertainty I might feel at times, I always remind myself that I have something valuable to contribute as well, especially the wisdom I've gained wisdom from my mentors. There is always something you know that can be helpful for somebody with less experience than you, even if it's simply providing a new perspective. Also, by speaking with more people on a regular basis, you're also building up your own referral network. When the time comes for you to make recommendations, you'll know exactly who you might want to pass opportunities to. In turn, your mentee(s) will also work hard to make you look great as well!

There are many articles and resources available for mentors on how to be a "good mentor," but I find there are fewer resources available for mentees on how to be a "good mentee." While there's no right way, these three ideas represent a few ways to foster strong relationships and show gratitude towards your mentors.

DBC EVENT HIGHLIGHTS



DBC Masterclasses offer two hours of interactive content, with features like breakout sessions, exercises, and polling questions.

Mark your calendars for the next class, which will cover:

KEEPING YOUR VIRTUAL AUDIENCE ENGAGED: DISTRACTIONS ARE JUST A CLICK AWAY.

Wednesday, June 16, 2021 at 11:00am EST

Speaker: Sonja Stetzler, MA, RDN, CPC

DBC EXECUTIVE COMMITTEE

What does mentorship mean to you, and how has it played a role in your professional development?



JENNIFER SEYLER

MBA, MS, RDN

DBC Chair

"I have had the privilege of learning from others, my mentors, and sharing my experiences/knowledge with others, my mentees. Both mentorship sides have taught me that there is always something more you can learn, and there is always something you know that can help others grow. I do not believe I would own my business today, if it wasn't for participating in both sides of mentorship."



RAYONA BAKER
RD, LD
Chair Elect

"As a mentor you share your professional achievements and challenge mentees to seek resources and build relationships that will aid them in developing their career paths. In some ways it reminds me of the role of the guardian angel, which is to both guide us to good thoughts, deeds and to protect us from evil. The presence of guardian angels on earth is mentioned in both the Old and New Testaments of the Bible. Psalm 91:11 reads, "For he shall give his angels charge of you, to guard you in all your ways." Guardian angels are loving spirits who protect and guide us through life."



TORI SCHMITT
MS, RDN, LD
Education Chair

"Mentorship means being available and open to those who want to learn about my path and making connections for them so they can continue to grow in their own professional development. As it turns out, I always learn something from a mentee, too!"



NICOLE ARCILLA

MS, RDN, LDN

Marketing and Communications Chair

"Mentorship is an opportunity for growth and at the same time giving back to a profession, and potentially paving the way for entry level professionals looking to grow too. Without my mentors I've met through DBC, I would not have had the opportunity to grow with this EC and also expand my skills. Finally, having mentors opened my eyes to the possibilities in a dietetics career outside traditional roles."

DBC EXECUTIVE COMMITTEE

What does mentorship mean to you, and how has it played a role in your professional development?



NICOLE HAWKINS
MA, RD
Membership Team

"Mentorship has played a huge role in my professional development. Without my mentor, I never would have found this niche area of dietitians in communications. She's helped me develop my nutrition communications skills and really helped me find my passion. I'm so thankful for the role that mentorship has played in my career."



ALEXANDRA C. OPPENHEIMER
DELVITO
MS, RD, CDN

Treasurer

"Mentorship is a gift that gives you a greater sense of connection to your profession and colleagues. It gives you the opportunity to see the profession through someone else's eyes whether you're the mentor or mentee - and you always learn something new! Mentorship has given me important insights, opportunities and confidence that I would not have gained any other way."



CHRISTINE PALUMBO
MBA, RDN, FAND

Nominating Committee Chair-Elect

"Mentorship is having someone who cares in your corner. Someone who serves as a role model, guidance counselor, and confidant. While I never had a formal mentor, I have mentored dozens of young Academy members who enriched my life and allowed me to pay it forward. In addition to mentoring them, I have learned from them, 'reverse mentoring' we could say."



REBECCA FRABIZIO

DPG/MIG RELATIONS SR. MANAGER

& DBC ADMINISTRATOR

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Dietitians in Business and Communications

a dietetic practice group of the

Academy of Nutrition
and Dietetics