

PIUG 2016 Annual Conference Workshop

Connecting, Engaging, and Making Your Case: How To Communicate Your Value To People Who Don't Understand What You Do

Time and location

Saturday, May 21: 1:30pm – 4:30pm; conference room to be determined

Abstract

If you are a patent information professional – or really, anyone with deep technical expertise -- you likely know you face a challenge.

In this interactive workshop, we will address the issues people with expertise face when speaking to non-experts, particularly in high stakes dialogues about what they do and why it's valuable.

In this workshop we will cover:

- How to recognize and prevent common communication breakdowns between experts and non-experts - and what to do if they occur.
- How to explain what you do (and why it matters) in a way that resonates with listeners and respects their intelligence and expertise.
- How to ensure that both your verbal and nonverbal communications are consistent with your message - and what to do when they are not.
- How to prepare for high stakes conversations and presentations so you can make your best case, even before a skeptical audience.

Ultimately, this workshop is about:

- How to talk so people will listen, and how to listen so you will be heard.

At the end of the workshop you will have a set of tools and strategies for succeeding at the most important conversation about your work: the conversation about the value of what you do and what you know, and the value that your listeners can get from it.

The workshop is meant to be interactive, practical, and fun. I will include time for brainstorming, discussion, and individual exercises.

Presenter

Cathy Chiba, [Dauratus Research](#)

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Cathy Chiba helps smart people find ways to make themselves understood – even when the issues are complicated. A patent researcher, blogger, speaker, and former science demonstrator, Cathy knows how to make complex issues accessible to widely varying audiences. She has a background in both psychology and information studies (MA, Biological Psychology and MLIS, UBC), and is well-known for her engaging, energetic presence and communication style.