



Course Map – Dietetic Students

Course Name: RD Career Jumpstart Leadership & Communications Workshop

Instructor Name: Amy Goodson, MS, RD, CSSD, LD

Workshop Description:

The RD Career Jumpstart Leadership & Communications Workshop is designed to help interns and young professionals lay a solid foundation in effective leadership and communication skills, as well as identify key launch points necessary for a successful dietetic future. Developed to meet all ACEND Domain 5 Accreditation Standards, in addition to other CRDNs in various domains, the workshop teaches strategic communication tips and techniques, how to develop leadership and professional skills through networking and professional involvement, how to prepare a professional development plan and advocate for opportunities in professional settings, in addition to the steps necessary to expand career potential through volunteer and work experiences. Accompanied with hands-on learning exercises throughout the workshop, dietetic interns are also provided with supplemental activities to further build skills in each competency.

Workshop Instructor:

Amy Goodson, MS, RD, CSSD, LD received her Bachelor of Science degree in Speech Communications from Texas Christian University and her Master of Science degree in Exercise and Sports Nutrition from Texas Woman's University (TWU). She is a Certified Specialist in Sports Dietetics and an adjunct professor at TWU. As a registered and licensed dietitian, Amy is passionate about marrying nutrition and communications together to provide quality, science-based nutrition information through speaking, media, writing and consulting, as well as developing young leaders to do the same.

Amy is the author of *The Sports Nutrition Playbook* and co-author of *Swim, Bike Run, Eat* and *The 3-D Body Revolution*. She has over 1300 media placements nationwide, has given over a thousand presentations and hosted nutrition and communications workshops in the US and abroad. She is the owner of RD Career Jumpstart, a business designed to help dietetic students, interns and new registered dietitians determine and take the steps necessary to reach their dream career.

Workshop Learning Objectives (WLOs):

- I. Develop professional, strategic communication skills
- II. Develop and demonstrate an elevator pitch
- III. Prepare a plan to optimize skills for a job search, application, interview, and negotiation
- IV. Create next steps to enhance leadership and professional skills
- V. Design goals for networking, finding a mentor and becoming professionally involved for the immediate future
- VI. Create a plan for personal professional influence
- VII. Design, implement, and evaluate a professional presentation
- VIII. Develop a professional communication piece (writing and speaking)
- IX. Demonstrate the bridging skill in communications

ACEND Core Competencies:

- KRDN 1.3 – Apply critical-thinking skills (Module 1 & 2)
- KRDN 2.1 – Demonstrate effective and professional oral and written communication and documentation (Modules 2 & 5)
- KRDN 3.2 – Develop an educational session or program/educational strategy for a target population (Modules 1 & 5)
- KRDN 5.1 – Perform a self-assessment that includes awareness in terms of learning and leadership styles and cultural orientation and develop goals for self-improvement (Module 2 & 3)
- KRDN 5.2 – Identify and articulate one’s skills, strengths, knowledge, and experiences relevant to the position desired and career goals (Modules 2-4)
- KRDN 5.3 – Practice how to self-advocate for opportunities in a variety of settings (such as asking for support, presenting an elevator pitch) (Module 1-5, Bonus)
- KRDN 5.4 – Practice resolving differences or dealing with conflict (Module 2, 3 & 5)
- KRDN 5.5 – Promote team involvement and recognize the skills of each member (Module 3)
- KRDN 5.6 – Demonstrate an understanding of the importance and expectations of a professional in mentoring and precepting others (Module 4)

Module # and Title	Module Description	Workshop Learning Objectives (WLOs)	Module Learning Objectives (MLOs)	ACEND Core Competency (KRDNs)	Activities for Competency Achievement	Evaluation Strategy (supplemental - to complete after workshop)
Module 1: <i>Strategic Communication: Knowing What to Say and How to Say It</i>	Strategic communication is essential for any student, intern, and professional who wants to go a step higher in his/her career. Knowing what to say and how to say it can make or break a relationship, a job promotion, and your business. This module teaches the tips and common mistakes of communicating effectively, ultimately helping a dietetic intern come out on top. Learning how to think on your feet and respond confidently is key to becoming a successful, young professional.	I., II., III., VIII., IX.	<p>After completing this module, the student will be able to:</p> <p>1.1 Explain strategic communications (5) (WLOs I., VIII.)</p> <p>1.2 Explain the steps of the communication process (2) (WLOs I., VIII.)</p> <p>1.3 Create a message using the 7 Cs of Communication (6) (WLOs I., VIII.)</p> <p>1.4 List 5 common communication mistakes (4) (WLOs I., VIII.)</p> <p>1.5 Apply skills for thinking on your feet (3) (WLOs II., III., IX)</p> <p>1.6 Demonstrate the bridging skill (2) (WLOs I., IX)</p> <p><i>Number in parentheses indicates the level of learning from Bloom's Taxonomy</i></p>	<p>KRDN 1.3 – Apply critical thinking skills.</p> <p>KRDN 3.2 – Develop an educational session or program/education strategy for a target population.</p> <p>KRDN 5.3 – Practice how to self-advocate for opportunities in a variety of settings (such as asking for support, presenting an elevator pitch).</p> <p>KRDN 5.4 – Practice resolving differences or dealing with conflict.</p>	<p>Develop an elevator pitch.</p> <p>This will tie in all components of strategic communication as well as thinking on your feet.</p>	<p>Flesh out a specific communication process.</p> <p>Simplify a message.</p> <p>Identify a source of confusion from a communication scenario.</p> <p>From a sample audience profile, decide what is wrong with a message for the audience.</p> <p>Choose the best channel for a message.</p> <p>Make a wordy message concise.</p> <p>Craft a message with all 7 Cs of Communication.</p> <p>Identify which message is better for avoiding difficult conversations (I messages).</p> <p>Identify a communication mistake scenario.</p> <p>Bridge answers to difficult questions.</p>

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<p>Module 2: <i>How to Get Your Foot in the Door: Reaching Out, Interviewing and Follow-Up</i></p>	<p>“How do I find the right job? What do I say in an interview? How many days do I wait to follow-up?” Job searching fears are real, especially to newbies in the field. This step-by-step module is designed to walk dietetic interns through starting the job application process, reaching out, interviewing, follow-up, what to say and what not to say, negotiating a salary and ultimately accepting a job. It teaches the tips, tricks, and skills to help get young professionals to the job they really want!</p>	<p>I., II., III., IV., V., IX.</p>	<p>After completing this module, the student will be able to:</p> <p>2.1 Identify practical ways to overcome job searching fears (1) (WLOs I., III.)</p> <p>2.2 Summarize key tips for successfully applying for a job (2) (WLOs III., IV., V.)</p> <p>2.3 Defend the benefit of networking in the job searching process (6) (WLOs II., III., V.)</p> <p>2.4 Demonstrate professional interview skills (2) (WLOs I., II., III., IX.)</p> <p>2.5 Develop a plan appropriate follow up for an interview (5) (WLOs I., III.)</p> <p><i>Number in parentheses indicates the level of learning from Bloom's Taxonomy</i></p>	<p>KRDN 1.3 – Apply critical thinking skills.</p> <p>KRDN 2.1 – Demonstrate effective and professional oral and written communication and documentation.</p> <p>KRDN 5.2 – Identify and articulate one's skills, strengths, knowledge, and experiences relevant to the position desired and career goals.</p> <p>KRDN 5.3 – Practice how to self-advocate for opportunities in a variety of settings (such as asking for support, presenting an elevator pitch).</p>	<p>Demonstrate interview skills: as the interviewer, interviewee, and observer.</p> <p>This skill will tie in overcoming fears, job searching skills, professional skills, and thinking on your feet.</p>	<p>Using a mock scenario, determine which applicants should apply for the job.</p> <p>Identify key words in a job description.</p> <p>Create a professional contact list of 10 dietitians.</p>

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<p>Module 3: <i>Expand Your Career Potential Through Leadership and Gaining Experience</i></p>	<p>Looking to expand career potential? It goes way past just knowing the science! Learning the steps to become a young leader and act in a professional way is essential to career success. This module will not only teach leadership and professionalism skills, but it will also help dietetic interns understand all the possible areas to gain experience. Volunteer and work experiences are the first step to jumpstarting the path to a dream career.</p>	<p>I., IV., V., VI.</p>	<p>After completing this module, the student will be able to:</p> <p>3.1 Explain the components of a leader (2) (WLOs I., IV.)</p> <p>3.2 Summarize traits of a young leader (3) (WLOs IV., V.)</p> <p>3.3 Apply the attributes of professionalism (3) (WLOs I., IV., VI.)</p> <p>3.4 Plan how and where to get professional experience (5) (WLOs IV., V.)</p> <p><i>Number in parentheses indicates the level of learning from Bloom's Taxonomy</i></p>	<p>KRDN 5.1 – Perform self-assessment that includes awareness in terms of learning and leadership styles and cultural orientation and develop goals for self-improvement.</p> <p>KRDN 5.2 – Identify and articulate one's skills, strengths, knowledge, and experiences relevant to the position desired and career goals.</p> <p>KRDN 5.3 – Practice how to self-advocate for opportunities in a variety of settings (such as asking for support, presenting an elevator pitch).</p> <p>KRDN 5.4 – Practice resolving differences or dealing with conflict.</p> <p>KRDN 5.5 – Promote team involvement and recognize the skills of each member.</p>	<p>Create a 3-month professional development plan including the following categories:</p> <p>Mentoring (1) Networking (2) Education/ Experience (3) Professional Involvement (4) Communications (5)</p> <p>Identify 3 professional benefits you hope to achieve in each area.</p> <p>This culminating activity takes a component from each Module and ties it all together for the essential jumpstart to a successful career.</p>	<p>Identify which leadership quality is needed in mock scenarios.</p> <p>Identify the action that destroyed a professional reputation from a mock scenario.</p>

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<p>Module 4: <i>Launch Your Career Through Networking and Professional Involvement</i></p>	<p>This day and age it is often more about who you know than what you know. Yes, it is necessary to have knowledge, but without strategic connections it might be harder than not to get a job. This module is designed to teach the who, what, when, where and how of successful networking, as well as where to get involved and how to do it. The door to the next opportunity or job might be through a connection instead of an application.</p>	<p>I., IV., V., VI.</p>	<p>After completing this module, the student will be able to:</p> <p>4.1 Distinguish the difference between launching a career and having a job (4) (WLOs IV., V., VI.)</p> <p>4.2 Explain the 3 types of networks a RD needs (2) (WLOs V.)</p> <p>4.3 Analyze the benefits and purpose of networking (4) (WLOs I., IV., V.)</p> <p>4.4 Plan personal professional involvement for the immediate future (4) (WLOs IV., V.)</p> <p>4.5 Summarize the benefits of a mentor (5) (WLOs V., VI.)</p> <p><i>Number in parentheses indicates the level of learning from Bloom's Taxonomy</i></p>	<p>KRDN 2.8 – Participate in a nutrition and dietetics professional organization and explain the significant role of the organization.</p> <p>KRDN 5.2 – Identify and articulate one's skills, strengths, knowledge, and experiences relevant to the position desired and career goals.</p> <p>KRDN 5.3 – Practice how to self-advocate for opportunities in a variety of settings (such as asking for support, presenting an elevator pitch).</p> <p>KRDN 5.6 – Demonstrate an understanding of the importance and expectations of a professional in mentoring and precepting others.</p>	<p>Network in this room – use your elevator speech and create 2 connections. Explain how you would both benefit from each connection professionally.</p> <p>This skill helps you overcome fears, keeps you thinking quickly, and allows you to practice your elevator speech.</p>	<p>List 3 benefits of professional involvement that you weren't aware of before this module.</p> <p>Make a list of 3 potential people who could serve as a mentor.</p> <p>Identify which of the 3 networks would be best to focus on from a mock scenario.</p>

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<p>Module 5: <i>Enhance Your Influence Through Speaking, Media, and Writing</i></p>	<p>The capacity to have an effect on the character, development or behavior of someone or something, otherwise known as influence, is essential to impacting clients, colleagues, the profession and ultimately the world. This module provides tips and practical application steps on becoming an influencer and how to use the skills of public speaking, writing, media, and social media to positively impact career potential and the profession.</p>	<p>I., II, IV., V., VI., VII., VIII., IX.</p>	<p>After completing this module, the student will be able to:</p> <p>5.1 Summarize “influence” (6) (WLOs I., IV., VI.)</p> <p>5.2 Analyze the scientific ways to increase influence (4) (WLOs VI.)</p> <p>5.3 Apply the 5 steps to increase personal influence (3) (WLOs VI.)</p> <p>5.4 Create a message using a specific influencing style (5) (WLOs I., VI., VIII.)</p> <p>5.5 Discuss effective ways to improve public speaking (2) (WLOs I., IV., VII., VIII.)</p> <p>5.6 List presentation essentials (1) (WLOs I., VII., VIII., IX.)</p> <p>5.7 List 3 ways to start as an influencer (1) (WLOs I., IV., V., VI.)</p> <p>5.8 Describe how to get started in traditional and social media (2) (WLOs I., II., IV., VII., VIII., IX)</p> <p>5.9 Explain the pros and cons of social media (5) (WLOs I., IV., VI., VIII.)</p>	<p>KRDN 2.1 – Demonstrate effective and professional oral and written communication and documentation.</p> <p>KRDN 3.2 – Develop an educational session or program/educational strategy for a target population.</p> <p>KRDN 5.3 – Practice how to self-advocate for opportunities in a variety of settings (such as asking for support, presenting an elevator pitch).</p> <p>KRDN 5.4 – Practice resolving differences or dealing with conflict.</p>	<p>Demonstrate the bridging skill through a partner exercise.</p> <p>This skill will help you convey the message you intend through speaking, writing, media, and social media, as well as learn how to answer difficult questions.</p>	<p>Create a message map for a presentation on a nutrition topic of your choice.</p> <p>List 3 ways you can improve your social media channel(s) to make it/them reflect you as a professional.</p> <p>Take a scientific process and convert it into layman’s terms for a consumer presentation.</p> <p>Write a one-page, consumer-friendly blog applying a scientific concept instead of explaining it.</p>

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Module 5 CONTINUED: <i>Enhance Your Influence Through Speaking, Media, and Writing</i>			5.10 Develop a written pieces using the tips for successful writing (5) (WLOs I., IV., VIII.) 5.11 Practice bridging skills (4) (WLOs I., VII., IX.) <i>Number in parentheses indicates the level of learning from Bloom's Taxonomy</i>			
Module 6 - BONUS: <i>Build a Professional Brand from Day One</i>	<p>Creating and building a professional brand, starting today, is essential for career success. A brand is more than a name and picture, it is the image and impression one creates in the minds of clients, the public and in the profession. This module is designed to help a dietetic intern and/or young professional with the step-by-step brand development process to launch his/her career and make a lasting impact.</p>	I., IV., VI.	<p>After completing this module, the student will be able to:</p> 6.1 Explain the importance of a personal professional brand (2) (WLOs I., IV., VI.) 6.2 Explain the 5 steps to building your professional brand (2) (WLOs I., IV., VI.) <i>Number in parentheses indicates the level of learning from Bloom's Taxonomy.</i>	KRDN 5.2 – Identify and articulate one’s skills, strengths, knowledge, and experiences relevant to the position desired and career goals. KRDN 5.3 – Practice how to self-advocate for opportunities in a variety of settings (such as asking for support, presenting an elevator pitch).	Complete a personal SWOT analysis.	Personal reflection: Who are you? Who do people perceive you to be? Who do you want to be? List 3 skills, strengths, or talents you possess. How do they benefit you? How do they hold you back? List 2-3 problems you solve or would like to solve for others. List 3 people you trust to evaluate and critique your social media presence. Now ask them to do it! Draft a brand statement. Draft an email signature.