



FRONTIERS

CLINICAL & TRANSLATIONAL
SCIENCE INSTITUTE

AT THE UNIVERSITY OF KANSAS

Gain a Superpower in Just One Hour

**How to Transform Your Communication
to Connect with Any Audience**







Exercise: Cold Draft Time!



Your Connection Framework

1. What's the problem/conflict?
2. Why do you care?
3. Who is your audience?
4. Put yourself in their shoes - why do they care/should they care?
(Emotional Intelligence)
5. What's the new thing you're exploring/potential solution? Why is it so cool?
6. What EMOTION do you want your audience to feel? Why?
7. If your audience remembers one piece of information, what do you want them to walk away with? CORE
8. What's your goal?
9. What's your call to action?



Exercise: The Letter E

Emotional Intelligence





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CTSI

Why Do They Care?

Why Don't They
Care?



Exercise: What's Your Why



1. Why?
2. Why?
3. Why?



Share!



Jargon



NETFLIX

**TUDUM
TEASE**





What's so wrong with being

so abstract?



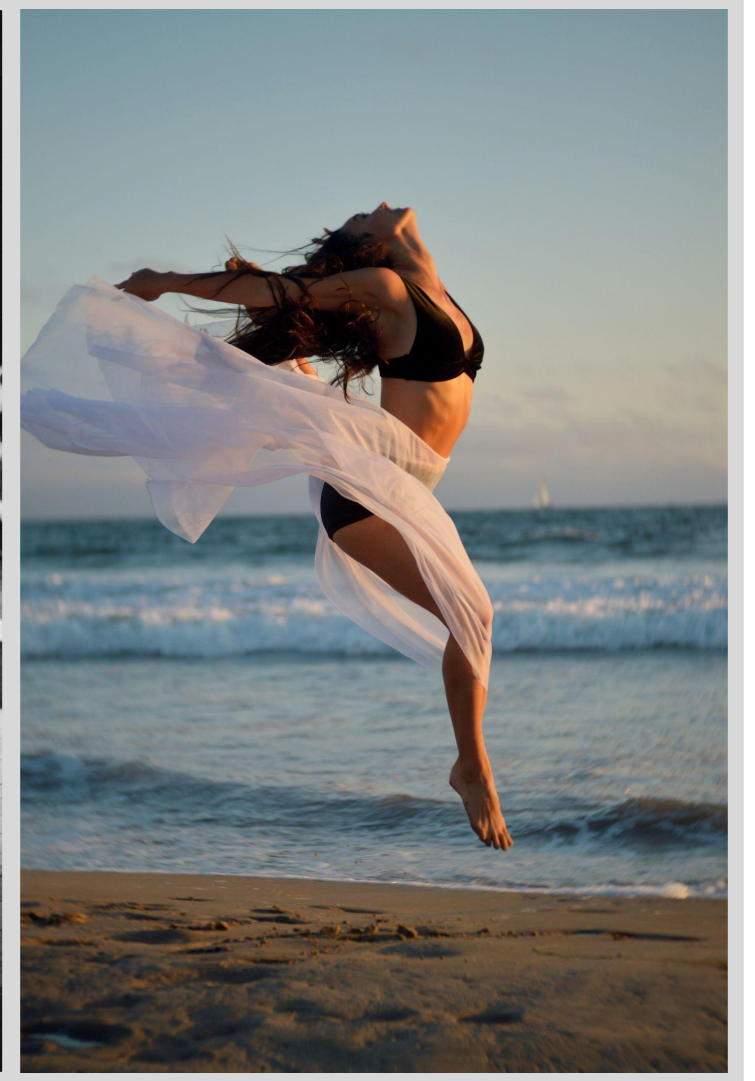
Jargon in Disguise

- Community Health
- Health Outcomes
- Prolong Life
- Disparities
- Aims To

Exercise:
Circle the Jargon in Your Draft
What Can You Optimize?



Active/Passive Voice



Active Voice vs. Passive Voice

Something done to someone vs. doing the thing.

Active voice = empowering, clear, exciting

- Volunteers will be asked questions.
- Volunteers will have their blood pressure taken.

- You'll answer questions.
- The study team will measure your blood pressure.



Description:

How many characters? What reading level?

Our study is testing if one week of therapy can reduce trauma symptoms. Trauma therapies usually take several months to complete and it takes a long time to feel better. Two sessions per day for a single week may be enough to help you feel better and get back to enjoying life and spending time with family and friends. By participating in this study, you can help others who have experienced trauma get better therapy and feel better quickly. Your participation can also help us change the way trauma therapy is delivered and help others who have experienced traumatic events.



The Tally

Characters: 472

Actual limit: 300

Reading Level: 9.2

Need to cut almost 200 characters and drop two reading levels.

How do we do that?

Before

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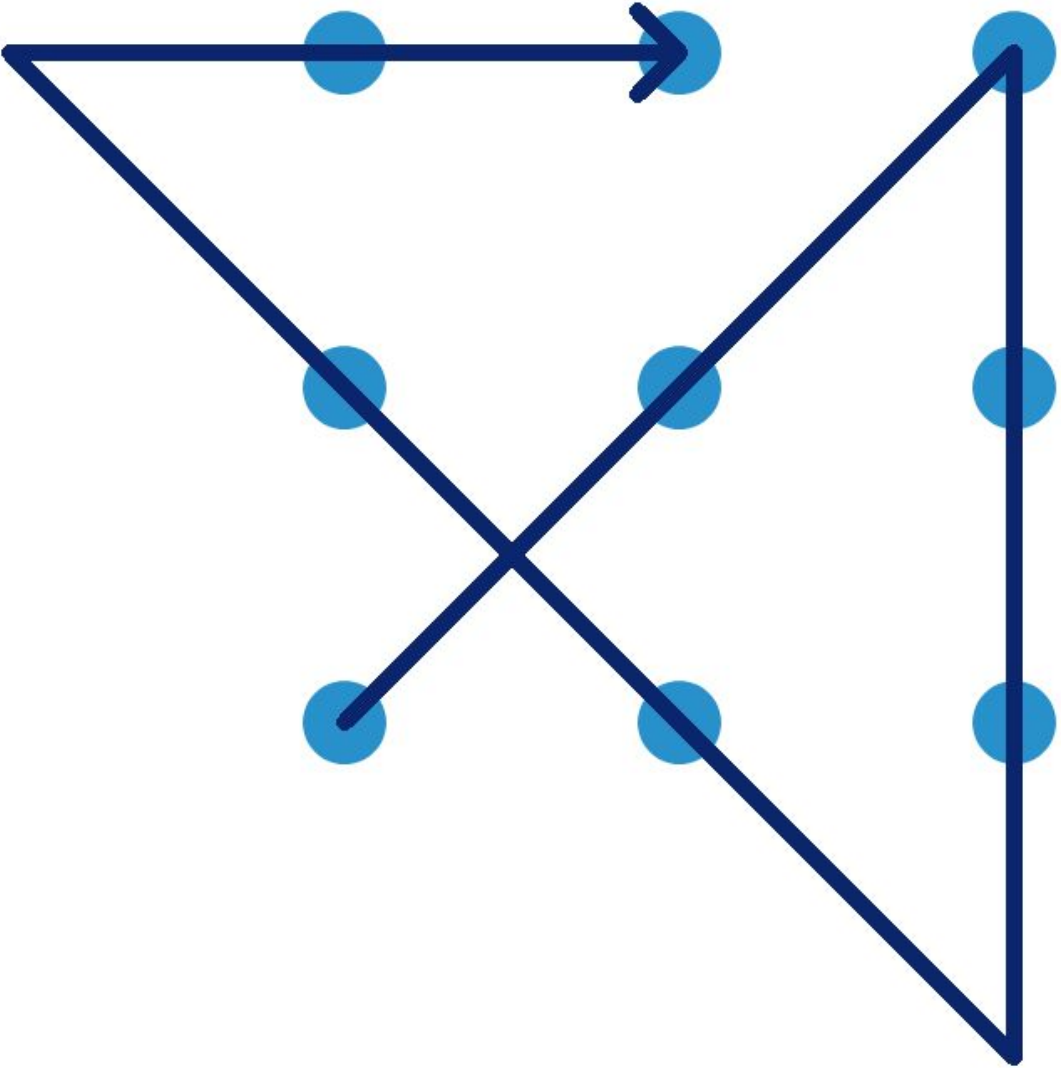
After

Grade level = 5.81!

Therapy to help people like you cope with trauma can take months to complete. It can be even longer before you feel better. Let's see if this new way can help people who've experienced trauma feel better faster!



**Connect
the Dot**



Boost Your Body Language

7 - 38 - 55





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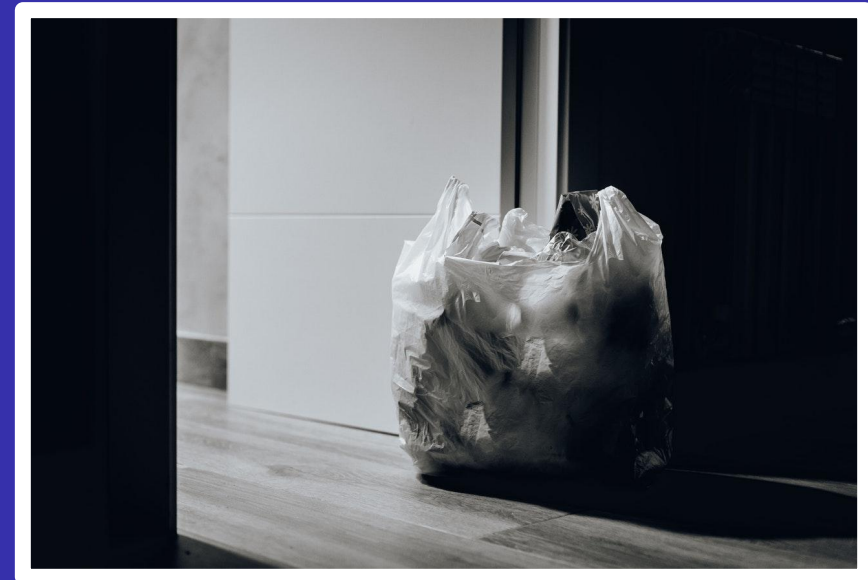
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NATAL

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Body Language

First Impressions



Body Language

Mirror Neurons





Body Language: Gestures

→ X Gestures

Body Language

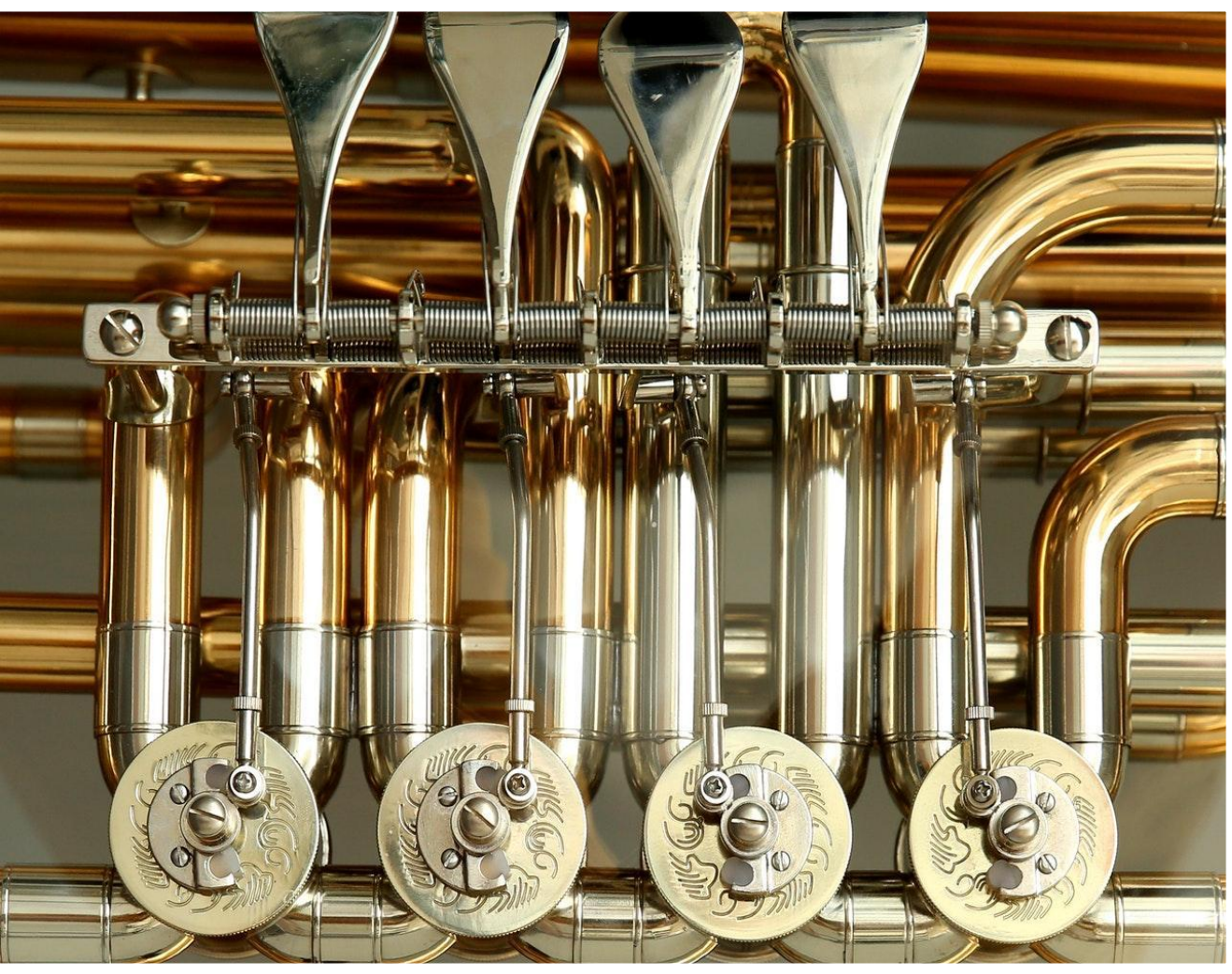
Posture



Body Language:

Eye Contact





Body Language: Voice

- Sound
- Cadence
- Crescendo
- Confidence

Drill Time!

- Sentence
- Tone
- Gesture
- Body Language



Updates to Drafts!



15 Words or Less

+

Zero Jargon

1. What's the problem/conflict?
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6. What EMOTION do you want your audience to feel? Why?
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Share!



What Did

You Find?



A Spider-Man action figure in his iconic red and blue suit, standing against a blurred background. The figure is positioned centrally, facing forward. The suit features a black spider emblem on the chest and a black spider mask with white eye lenses. The background is a soft-focus indoor setting with warm tones.

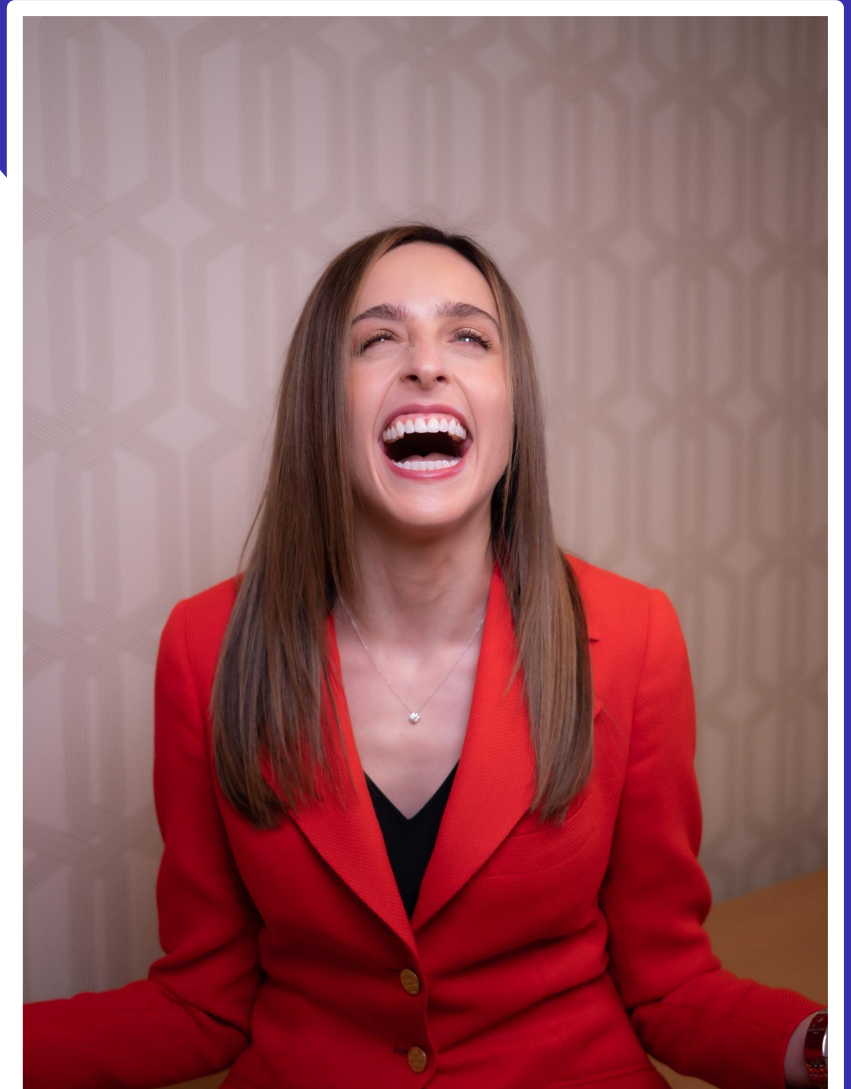
**You have a
Super Power**

Let's connect!

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[Learn.Jargonectomy.com](https://www.learn.jargonectomy.com)



Thank you for your time



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