

## Communication and Mastery

Sharing your vision and results with peers and leaders both within OSUWMC and your national societies is essential to expanding influence and consistently delivering more value and benefit to your patients, trainees, and students.

- A. Professional Ethics – understand values and ethics as a foundation for advocacy and quality improvement**
- B. Influence and networking – Establish and maintain a network of colleagues to expand scope of professional influence**
- C. Persuasion and negotiation – Possess executive presence, persuade and negotiate to ensure programmatic success**

### Key Readings:

1. *Ask For It: How Women Can Use the Power of Negotiation to Get What They Really Want*, Linda Babcock and Sara Laschever
2. *Better Communication for Better Care: Mastering Physician-Administrator Collaboration*, Kenneth H. Cohn, MD, FACS
3. *Breakthrough Networking: Building Relationships That Last*, Lillian D. Bjorseth
4. *Crucial Conversations: Tools for Talking When Stakes are High*, Second Edition, Kerry Patterson, Joseph Grenny, Ron McMillan, Al Switzler
5. *Getting To Yes: Negotiating Agreement Without Giving In*, Roger Fisher and William Ury
6. *Harnessing the Science of Persuasion*, *Harvard Business Review*, Robert B. Cialdini
7. *No Cape Needed: The Simplest, Smartest, Fastest Steps to Improve How You Communicate By Leaps and Bounds*, David Grossman
8. *Now, Discover Your Strengths*, Marcus Buckingham and Donald O. Clifton
9. *Power and Influence: Achieving Your Objectives in Organizations*, *Harvard Business Review*, Elizabeth Long Lingo and Kathleen L. McGinn
10. *Social Media in Healthcare: Connect, Communicate, Collaborate*, Second Edition, Christina Beach Thielst
11. *Start with Why: How Great Leaders Inspire Everyone to Take Action*, Simon Sinek
12. *The Art of Persuasion: Winning Without Intimidation*, Bob Burg
13. *The Language of Caring Guide for Physicians: Communication Essentials for Patient-Centered Care*, Wendy Leebov, EdD and Carla Rotering, MD
14. *Made to Stick: Why Some Ideas Survive and Others Die*, Chip Heath and Dan Heath

### Online Learning:

1. The Art of Influencing Others, Online Course, BuckeyeLearn:  
<https://ohiostate.csod.com/LMS/LoDetails/DetailsLo.aspx?loid=21758832-a980-4ad1-83bd-931d18ba2557#t=1>
2. Social Awareness Strategies for Personal and Professional Success, Leadership Academy Express recording:

<https://mediasite.osu.edu/Mediasite/Play/791e490473f846e0ae52351b9ee743f71d?catalog=788aa9de-368c-4281-a565-454354a1738b>

3. Relationship Management, Leadership Academy Express recording:  
<https://mediasite.osu.edu/Mediasite/Play/8a2da89fa19c4cf8b480c6c79bdd03c41d?catalog=788aa9de-368c-4281-a565-454354a1738b>
4. It's the Way You Say It, Communication Basics, OSU Employee Assistance Program recording:  
<https://carmenconnect.osu.edu/p6ylzfy8pqa/?launcher=false&fcsContent=true&pbMode=normal>
5. Why Aren't We More Compassionate? Daniel Goleman, TEDTalk:  
[https://www.ted.com/talks/daniel\\_goleman\\_on\\_compassion](https://www.ted.com/talks/daniel_goleman_on_compassion)
6. Difficult Conversations, Leadership Academy Express recording:  
<https://mediasite.osu.edu/Mediasite/Play/ca7023131d014d60af95559fe75efca51d?catalog=788aa9de-368c-4281-a565-454354a1738b>
7. Social Media – Making Hashtags and Handles Work For You  
<https://mediasite.osu.edu/Mediasite/Play/bc68169b5a374f379d1aeb8d93603df1d?catalog=47a07e66-6633-4e49-8863-504fd2967643>