



National Organization of Research Development Professionals

Communication as Strategy: Taking Ownership of Your Communication Choices

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Overview

People

Patterns

Connecting

Difference

People

“Audience” is key

People

Communication as transactional

Watzlawick, Beavin Bavelas, and Jackson. 1967. Pragmatics of Human Communication: A Study of Interactional Patterns, Pathologies, and Paradoxes.

People

Everyone does NOT know what
you know

Patterns

One cannot not communicate

WBB 1967

Patterns

Communication has two aspects:
content and relationship

WBB 1967

Patterns

Structure matters

Patterns

Pattern matters

WBB, 1967

Connecting

Be fully present

Turkle, Sherry. 2015. Reclaiming Conversation: The Power of Talk in the Digital Age.

Difference

Embrace conflict

Difference

Act as if...¹

Corollary: Trust but verify²

¹ Martin as Miss Manners

² Russian proverb via Ronald Reagan

Develop Habits

Stop: Thinking just about content and focus on people

Look: For patterns, and how/whether they work

Listen: To people, face to face when you can

Follow-up

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