



DAIRY BUSINESS COMMUNICATION SEMINAR

4.5 hours of FREE CE Credit (RACE AND NYSED) on Friday afternoon, 10/10/2014.

The purpose of this free workshop is to provide dairy practitioners with the knowledge and skills to evaluate and improve dairy organizational communication with the end result of improving animal health care and team effectiveness based on research being conducted jointly by Washington State and Cornell University Colleges of Veterinary Medicine.

Background:

An extensive body of knowledge in health care communication exists that has led to a structure for medical communication. This structure, when applied and practiced, improves medical outcomes and patient satisfaction. A number of veterinary colleges have also been providing training to veterinary students on client communication to improve animal care. *This framework for effective communication works.* However, many practicing veterinarians have not been exposed to this opportunity. In this short program, the faculty will incorporate the research on client communication and research results from the WSU: Cornell Dairy Communications project to introduce the framework to bovine practitioners to address changing communication dynamics on large dairies.

Agenda 12:30-5:00 pm, includes lunch and the conference Welcome Reception

Faculty – *Suzanne Kurtz, PhD; Bill Sischo, DVM, PhD* Washington State University

- **Introductions and Learning Objectives**
- **Rationale for Developing Communication Skills**
- **Results of research into Dairy Organizational Communication**
- **Barriers to Effective Communication**
- **Communication Models that aid understanding**
- **So, how do we make it better?**
- **First Principles of Effective Communication - Calgary-Cambridge Guides**
- **Motivating Change (in you and your clients!)**
- **4 Stage Model of Learning**
- **Dealing with Conflicts and Defensiveness**
- **Assessing Dairy Communication Structure and Making a Plan For A Change**