

# COMMUNICATION BOOSTER SHOTS



Prescriptions for Effective Communication  
WORKBOOK

SUSANNE GADDIS, PhD

# COMMUNICATION

## BOOSTER SHOTS

Prescriptions for Effective Communication

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## ***THE DOCTOR'S DIAGNOSIS IS IN!***



### *Good Communication is Contagious!*

Susanne Gaddis, PhD, known as “*The Communications Doctor*” recognizes there is an epidemic of unhealthy interactions in today’s society. The good news is – she shares prescriptions – easy and engaging tips and techniques that help foster a climate for positive, diplomatic and motivational communications.

As a communications professor, motivational speaker, author and member of the National Speaker’s Association, Susanne Gaddis, PhD, has taught the art of successful communication since 1989.

A recognized interpersonal communications expert, Susanne has appeared on nationally syndicated radio, TV and video programming and has authored articles appearing in: *The Journal of Training and Development*, *The Whole American Nurse*, *The Healthcare Career Guide*, *Shape Magazine*, *The Handbook of Public Relations*, *Corporate Meeting Planner*, *The North Carolina Journal for Women* and on *SuccessAlways.com*.

Current clients, benefiting from Susanne’s action-focused, solution oriented tips, and techniques include NASA Johnson Space Center, The American Nurses Association, Oracle, SAS, Blue Cross & Blue Shield, and Bayer Corporation. For additional information on Dr. Gaddis or to subscribe to receive her FREE newsletter, “Communication Booster Shots,” call 919-933-3237 or visit:

**[www.CommunicationsDoctor.com](http://www.CommunicationsDoctor.com)**

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## Introduction

Booster shots are a part of everyday medical care. First, we're inoculated against a particular disease. Then, as needed, we get boosters to reinforce the protection.

This workbook—entitled “Communication Booster Shots, Part 1”—does the same thing—only with a broad range of communication challenges that, while not physically deadly, can be just as harmful to our success, happiness and overall well-being.

Far too often, our communication with others is diseased. We hurt, confuse or, at the very least, fail to convey the message we want to get across.

No matter how these communication problems crop up, they need to be identified, treated and healed. This workbook offers the prescriptions that so many of us need.

Let's take a look at those prescriptions—specifically, as I've developed them in the form of Communication Booster Shots. Divided up into 26 distinct sections, they cover a number of topics. Some may address a communications challenge, others tell a valuable story, while still others discuss a specific word or phrase. But they're all designed to highlight a communications challenge and suggest a positive, effective way to address it.

This design is intentional. Like the booster shot you get at the doctor's office, Communication Booster Shots are meant to be effective and practical. Use them, and you'll get results, I promise.

But there's a big difference between Communication Booster Shots and the good old hypodermic needle. With the doctor's shot, it's just a matter of rolling up your sleeve, wincing through a quick pinch, a swab of antiseptic and see ya, you're out the door. Not so with Communication Booster Shots. To enjoy all the benefits that improved communication can offer—from greater professional success to better personal relationships—we all need to get to know them and use them repeatedly. The more we put into them, the more we get out of them.

There are a number of ways you can use this workbook. Naturally, read it, use it and share it with family, friends and colleagues. Read it all at once or take it in smaller doses. Take one booster shot a week and see what it can do for you. For variety, open the workbook at random and see which Booster Shot you come across. Put it into practice and see what happens.