

EDUCATOR TIPS



Tips for Developing a Good Reputation in Your Community

- Be professional.
 - Dress in neat, clean clothing that is just a little more formal than the audience's.
 - Be punctual.
 - Be polite. Consider using Mrs./Miss/Mr. before your audience members first or last names when addressing them. Example: "Mrs. Davis" or "Miss Sheila"
 - Be courteous.
 - Remember to smile.
 - Be honest; know your limitations. If someone asks a question you cannot answer, just say that you do not have the information but you will look for it. You could refer to the Susan G. Komen® website komen.org, have them call the Komen Breast Care Helpline® at 1-877 GO KOMEN (1-877-465-6636). When appropriate, you can also print and mail the information directly to the audience member or to the organization that hosted your event and ask them to post it to a board for a wider audience to see.
- Provide a comfortable environment.
- Be aware of your communication style and body language.
- Be responsible and dependable. Always follow through when you make an offer or promise.
- Be a good listener.
- Be organized. For example, be well-prepared when delivering education or providing information, and have informational materials and business cards readily available to share.
- Be patient.
- Respect your audience.
- Take time to get to know your community. When doing outreach or education, consider including some statistics or information about breast cancer rates in the community you serve. This may show your audience that you understand their community.
- Do not focus only on your agenda. Work with other organizations in the community to fulfill the community's needs.
- Be empathetic and sympathetic. In doing so, you are building trust while creating a relaxing atmosphere.