



# Communications

**Career Success Webinar Series**

*Facilitated by: Alexandra Vazquez*

# Webinar Objectives

**Provide an overview of Communications Competencies for young professionals in the Nuclear industry**

**Provide remedies that can be used to take action and gain these skills within your companies.**

**Give some inspiration from a fellow NAYGN Member and there story regarding Communications**

# Webinar Vision

Provide participants with the knowledge and skills to begin to proactively prepare themselves for a successful career in the nuclear industry.



**NA YGN**

NORTH AMERICAN YOUNG GENERATION IN NUCLEAR

# Industry Model



**NEI Mid-Career Competency Model  
First and Second Level Supervisors or Mid-Managers**

**Introduction**Target Audience

The competencies listed below are for first-level supervisors, second-level supervisors or mid-managers. These people have technical experience and are now moving into management responsibilities. The Mid-Career competencies build on those the Energy Generation, Transmission and Distribution Competency Model identified for entry-level energy workers.

Purpose

This competency model was created to provide career development guidance for mid-career professionals in the energy industry. This Mid-Career Competencies document does not replace an individual company's model. People are encouraged to use their company's competency model if it is available.

This model was developed to provide guidance to those without mid-career competency models and to provide supplemental information to those organizations with partial models. Professionals can use this model as a guideline for their individual development plan by looking for opportunities that will align to competencies they will need for supervisory positions. Professional societies can use this tool as a reference when creating professional development opportunities for their members.

**Business Acumen**

- BA.2.1 Prepares department goals and strategies to support the overall business strategy
- BA.2.2 Prepares and manages to a budget that accurately reflects work required to support the business strategies
- BA.2.3 Projects future needs and resources
- BA.2.4 Develops and implements plans and strategies to achieve goals and objectives
- BA.2.5 Understands the basic financial concepts including budgets, cash flow and time value of money
- BA.2.6 Understands and can interpret the corporation's annual report
- BA.2.7 Understands and manages the department's contribution to the organization's financial statements
- BA.2.8 Provides a clear "line of sight" from corporate strategies to department and individual efforts

**Change Management**

- CM.2.1 Leads and participates in organization or industry change
- CM.2.2 Encourages others to adapt to and accept change
- CM.2.3 Understands vision of change and demonstrates support of vision
- CM.2.4 Reinforces and supports others through change initiatives

**Communication Skills**

- CS.2.1 Communicates a vision to subordinates so they understand how their work supports the organization's goals
- CS.2.2 Presents arguments that address others' most important concerns and issues and looks for win-win solutions
- CS.2.3 Escalates critical issues to own or other's management if own efforts to enlist support have not succeeded

**Decision Making**

- DC.2.1 Delegates decision-making to lowest appropriate level
- DC.2.2 Makes high-quality decisions by soliciting input from others to ensure that diverse viewpoints are included in decision-making process and when taking action
- DC.2.3 Accepts responsibility for decisions that are made and for the work product of the group
- DC.2.4 Understands the need for conservative decision-making and applies them appropriately

**NEI Mid-Career Competency Model  
Individual Contributor**

**Introduction**Target Audience

The competencies listed below are for mid-career individual contributors. These people are fully qualified and becoming technical experts. Mid-Career Competencies build on those in the Energy Generation, Transmission and Distribution Competency Model identified for entry level energy workers.

Purpose

Many organizations already have full or partial competency models for their mid-career energy workforce. This Mid-Career Competencies document does not replace a company's model. Individuals are encouraged to use their company's competency model if it is available.

This competency model was created to provide career development guidance for mid-career professionals in the energy industry. Professionals can use this model as a guideline for their individual development plan by looking for opportunities that will align to competencies they will need for advanced individual contributor positions. Professional societies can use this tool as a reference when creating professional development opportunities for their members.

**Business Acumen**

- BA.1.1 Understands the corporation's business strategy and how department goals support achievement of those strategies
- BA.1.2 Understands contribution to the department budget and the need to manage resources appropriately

**Communication Skills**

- CS.1.1 Expresses oneself clearly in conversations and interactions with others
- CS.1.2 Expresses oneself clearly in business writing
- CS.1.3 Delivers oral and written communications that are impactful and persuasive to their intended audiences

**Learning & Adapting**

- LA.1.1 Learns quickly and independently in the context of an activity
- LA.1.2 Seeks opportunities to extend and deepen learning
- LA.1.3 Learns from both successes and failures, regards all experiences as opportunities to learn and improve

**Planning & Organizing**

- PO.1.1 Manages time and resources effectively to complete assignments
- PO.1.2 Develops action plans and sets priorities in order to meet deadlines
- PO.1.3 Keeps others aware of project or schedule changes
- PO.1.4 Utilizes resources and gets involvement from others where appropriate

**Respect for Others**

- RO.1.1 Encourages participation from all team members, regardless of role within the organization
- RO.1.2 Acts with poise and with high respect for others and the organization
- RO.1.3 Demonstrates a high level of emotional intelligence in the face of conflict
- RO.1.4 Uses language in an appropriate way and is sensitive to the way it may affect people
- RO.1.5 Acknowledges and respects a broad range of social and cultural customs and beliefs
- RO.1.6 Identifies and respects other people's values within the law

# GO TO

<http://naygn.org/securing-the-future-of-nuclear-safety-technology-and-leadership/>



The screenshot shows the NAYGN website with a navigation menu (Home, About Us, Our Sponsors, Chapters, Committees, News & Events, Resources) and a main heading for the event. A sidebar on the right lists 'Upcoming Events' including a Canadian NAYGN Professional Development Seminar and a NAYGN Webinar on Career Success. A black arrow points from the 'Upcoming Events' section to the detailed event information on the right.

## [Develop Yourself for Career Success](#)

Conference Theatre

Debra Hager  
*Workforce Development Manager*  
Duke Energy

Alexandra Vazquez (Facilitator)  
*PD Committee Member*  
NAYGN

[Prepare Yourself for Career Success Objectives \(Handout\)](#)

[Career Success Activity Sheet – Actions \(Handout\)](#)

[Mid-Career Competency Model-Supervisors \(Handout\)](#)

[Mid-Career Competency Model-Individual Contributor \(Handout\)](#) [Career Success Activity Sheet – Needs \(Handout\)](#)



# First and Second Level Supervisors

People who are technically experienced and are either moving or want to move into **management responsibilities**.

**NEI Mid-Career Competency Model  
First and Second Level Supervisors or Mid-Managers**

**Introduction****Target Audience**

The competencies listed below are for first-level supervisors, second-level supervisors or mid-managers. These people have technical experience and are now moving into management responsibilities. The Mid-Career competencies build on those the Energy Generation, Transmission and Distribution Competency Model identified for entry-level energy workers.

**Purpose**

This competency model was created to provide career development guidance for mid-career professionals in the energy industry. This Mid-Career Competencies document does not replace an individual company's model. People are encouraged to use their company's competency model if it is available.

This model was developed to provide guidance to those without mid-career competency models and to provide supplemental information to those organizations with partial models. Professionals can use this model as a guideline. Competencies they wish to use as a reference when creating their own model.

**Business Acumen**

BA.2.1 Prepares departmental budgets  
BA.2.2 Prepares and implements strategies  
BA.2.3 Projects future business needs  
BA.2.4 Develops and implements business plans  
BA.2.5 Understands market conditions  
BA.2.6 Understands customer needs  
BA.2.7 Understands regulatory requirements  
BA.2.8 Provides a clear vision of the future

**Change Management**

CM.2.1 Leads and manages change  
CM.2.2 Encourages others to embrace change  
CM.2.3 Understands the impact of change  
CM.2.4 Reinforces and sustains change

**Communication Skills**

CS.2.1 Communicates a vision to subordinates so they understand how their work supports the organization's goals  
CS.2.2 Presents arguments that address others' most important concerns and issues and looks for win-win solutions  
CS.2.3 Escalates critical issues to own or other's management if own efforts to enlist support have not succeeded

**Decision Making**

DC.2.1 Delegates decision-making to lowest appropriate level  
DC.2.2 Makes high-quality decisions by soliciting input from others to ensure that diverse viewpoints are included in decision-making process and when taking action  
DC.2.3 Accepts responsibility for decisions that are made and for the work product of the group  
DC.2.4 Understands the need for conservative decision-making and applies them appropriately

## Communication Skills

**CS.2.1 Communicates a vision to subordinates so they understand how their work supports the organization's goals**

**CS.2.2 Presents arguments that address others' most important concerns and issues and looks for win-win solutions**

**CS.2.3 Escalates critical issues to own or other's management if own efforts to enlist support have not succeeded**



# Individual Contributors

People who are fully qualified and looking to become **technical experts.**

**NEI Mid-Career Competency Model  
Individual Contributor**

**Introduction****Target Audience**

The competencies listed below are for mid-career individual contributors. These people are fully qualified and becoming technical experts. Mid-Career Competencies build on those in the Energy Generation, Transmission and Distribution Competency Model identified for entry level energy workers.

**Purpose**

Many organizations already have full or partial competency models for their mid-career energy workforce. This Mid-Career Competencies document does not replace a company's model. Individuals are encouraged to use their company's competency model if it is available.

This competency model was created to provide career development guidance for mid-career professionals in the energy industry. Professionals can use this model as a guideline for their individual development plan by looking for opportunities that will align to competencies they will need for advanced individual contributor positions. Professional societies can use this tool as a reference when creating professional development opportunities for their members.

**Business Acumen**

BA.1.1 Understands  
of those

BA.1.2 Understands  
appropriate

**Communication**

CS.1.1 Expresses

CS.1.2 Expresses

CS.1.3 Delivers  
audience

**Learning & Adaptability**

LA.1.1 Learns

LA.1.2 Seeks out

LA.1.3 Learns from both successes and failures, regards all experiences as opportunities to learn and improve

**Planning & Organizing**

PO.1.1 Manages time and resources effectively to complete assignments

PO.1.2 Develops action plans and sets priorities in order to meet deadlines

PO.1.3 Keeps others aware of project or schedule changes

PO.1.4 Utilizes resources and gets involvement from others where appropriate

**Respect for Others**

RO.1.1 Encourages participation from all team members, regardless of role within the organization

RO.1.2 Acts with poise and with high respect for others and the organization

RO.1.3 Demonstrates a high level of emotional intelligence in the face of conflict

RO.1.4 Uses language in an appropriate way and is sensitive to the way it may affect people

RO.1.5 Acknowledges and respects a broad range of social and cultural customs and beliefs

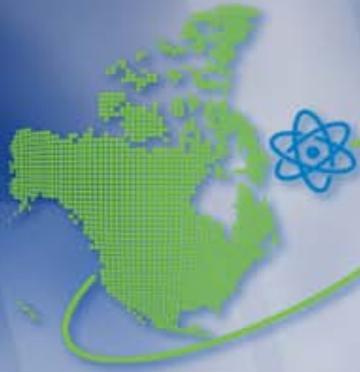
RO.1.6 Identifies and respects other people's values within the law

## Communication Skills

**CS.1.1 Expresses oneself clearly in conversations and interactions with others**

**CS.1.2 Expresses oneself clearly in business writing**

**CS.1.3 Delivers oral and written communications that are impactful and persuasive to their intended audiences**



# NA YGN

NORTH AMERICAN YOUNG GENERATION IN NUCLEAR

# Remedies



Unskilled	Remedies	Take Action
<p><b>Can't communicate a vision to individuals on how they fit in the organization</b></p>	<ol style="list-style-type: none"> <li>1. Build a common mindset.</li> <li>2. Tailor the message to your audience.</li> </ol>	<ol style="list-style-type: none"> <li>1. Make a roadmap on common causes discussing how the vision is reached via goals that you have put in place.</li> <li>2. Seek face to face discussions with each of your subordinates or coworkers. Explain your vision and always ask for their opinion, listen to them.</li> <li>3. Give a presentation discussing how a committee you are involved in fits into the company. Make it about your audience, be personal.</li> </ol>

Unskilled	Remedies	Take Action
<p><b>Not a clear communicator in writing</b></p>	<ol style="list-style-type: none"> <li>1. Prepare an outline before you write.</li> <li>2. Don't drown the reader in detail that he/she doesn't need or can't use.</li> <li>3. Use action and visuals. Be passionate, engage your audience.</li> <li>4. Tell a story. Be concise but be yourself.</li> </ol>	<ol style="list-style-type: none"> <li>1. Write to a family member or someone influential in your life. Make sure to be clear but fruitful of why they influenced you.</li> <li>2. Write a speech for someone. Meet face to face and get to know them before you write the speech. Ask them many questions.</li> <li>3. Write a public press release for the organization, or a news release about something new.</li> </ol>

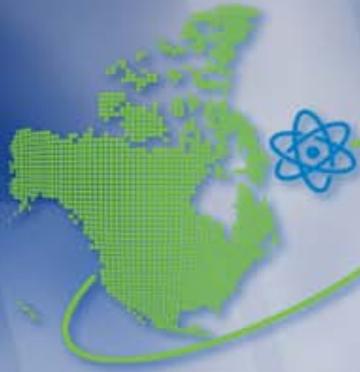
**Suggested Reading:**

1. Great communication secrets of great leaders. Baldoni, J. (2003)

Unskilled	Remedies	Take Action
<p><b>Not a skilled presenter in varying situations</b></p>	<ol style="list-style-type: none"> <li>1. Make lists. What is your objective and point you want to get across?</li> <li>2. Understand your audience and don't read the power point presentation.</li> <li>3. Rehearse, Rehearse, Rehearse!! Take note of time, volume, facial expressions, hands and body.</li> <li>4. Prepare for questions ahead of time.</li> <li>5. Conquer stage fright. Use the audience.</li> </ol>	<ol style="list-style-type: none"> <li>1. Seek to persuade. Persuade a group of people through a presentation on a new idea that you have developed. Indulge yourself with passion.</li> <li>2. Create a presentation about your project you are working on and videotape yourself presenting it. Watch it, critique and do it again. Once you feel comfortable ask your mentor or supervisor to provide feedback. You can create this into an activity with several individuals and present in groups.</li> <li>3. Present an idea at your next NAYGN Chapter meeting. Make this a habit.</li> </ol>

Unskilled	Remedies	Take Action
<p><b>Unable to express oneself clearly with others</b></p>	<ol style="list-style-type: none"> <li>1. Think before you speak, meaning be. The meaning of ones communication is the response that they will receive.</li> <li>2. Put yourself in the other persons shoes.</li> <li>3. Slow down. This helps you think and finish your words.</li> <li>4. Be solution oriented. Explain your point.</li> </ol>	<ol style="list-style-type: none"> <li>1. Volunteer to be one to present a critical problem that your department is currently working on.</li> <li>2. Discuss a topic that you are familiar with a group of people. Then discuss a topic about something you are not familiar. Realize your differences and work on them.</li> <li>3. Write these questions down and ask them to yourself before difficult conversations: <ul style="list-style-type: none"> <li>*What is your intention for having this conversation?</li> <li>*What is the breakdown you are addressing? Clearly define what's working or not working.</li> <li>*What is your proposed idea? Is it economically feasible?</li> <li>*How will it benefit company?</li> <li>*How will you make it work? This is where YOU come in. Have a well thought out plan of how you'll implement the changes should it meet with their approval.</li> </ul> </li> </ol>

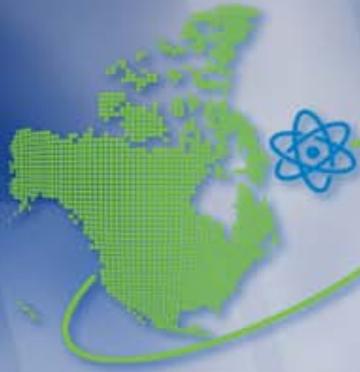
Unskilled	Remedies	Take Action
<p><b>Does not present others concerns or issues to gain a unified solution</b></p>	<ol style="list-style-type: none"> <li>1. Too much individualism. Shift the focus.</li> <li>2. Find the right sources or people. Understand what you are working with.</li> <li>3. Do not be afraid of management. They are the leaders of your organization.</li> </ol>	<ol style="list-style-type: none"> <li>1. Work on a team looking at a reorganization or department change.</li> <li>2. Become a part of a team that has a lot of financial difficulties. Be the one to manage the finances and work on the remedies discussed.</li> <li>3. Resolve a conflict between 2 co-workers, employees, friends, etc. Use the tools provided in the remedies section. Be a listener and cooperative during the resolution. Share positive feedback.</li> </ol>



**NAYGN**

NORTH AMERICAN YOUNG GENERATION IN NUCLEAR

# Discussion Session



**NA YGN**

NORTH AMERICAN YOUNG GENERATION IN NUCLEAR

**Questions?**



**July 16<sup>th</sup>**

**Learning and Adapting**

**Next Webinar Date**

**[Alexandra.vazquez@duke-energy.com](mailto:Alexandra.vazquez@duke-energy.com)**