

Credibility: Core Messages



The credibility of the message and the messenger are intertwined.



Establishing credibility starts with first impressions but never ends.



There are common ways for establishing credibility, but the order of importance can shift.



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more information at www.researchcollaboration.org



Made to Stick

SUCCESS Model:

Simple

Unexpected

Concrete

Credible →

Emootional

Staories

S



Ideas can get credibility from outside (authorities or anti-authorities) or from within, using human-scale statistics or vivid details.

—Chip Heath & Dan Heath



CHATTERFALL:

How have you seen messengers establish credibility here at the SPDG National Meeting?



SPDG Virtual National Meeting



Do
credibility
strategies
differ based
on the
purpose or
the content?



Coaching Behaviors Checklist

1. **Inquire** authentically to gain a fuller understanding before making suggestions
2. **Embed** specific, positive verbal reinforcement throughout the conversation
3. **Paraphrase** to demonstrate understanding
4. **Inquire** deliberately as a means to prompt reflection on areas for improvement or to provide clarity
5. **Provide** relevant examples of the content/practice in use
6. **Guide** recipients to identify solutions to challenges/needs in the form of action steps

Gaumer Erickson, A. S., Monroe, K., & Noonan P. M. (2019). Observation of Coaching & Meeting Facilitation Behaviors. Center for Research on Learning, University of Kansas.

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High-Quality Professional Development Checklist

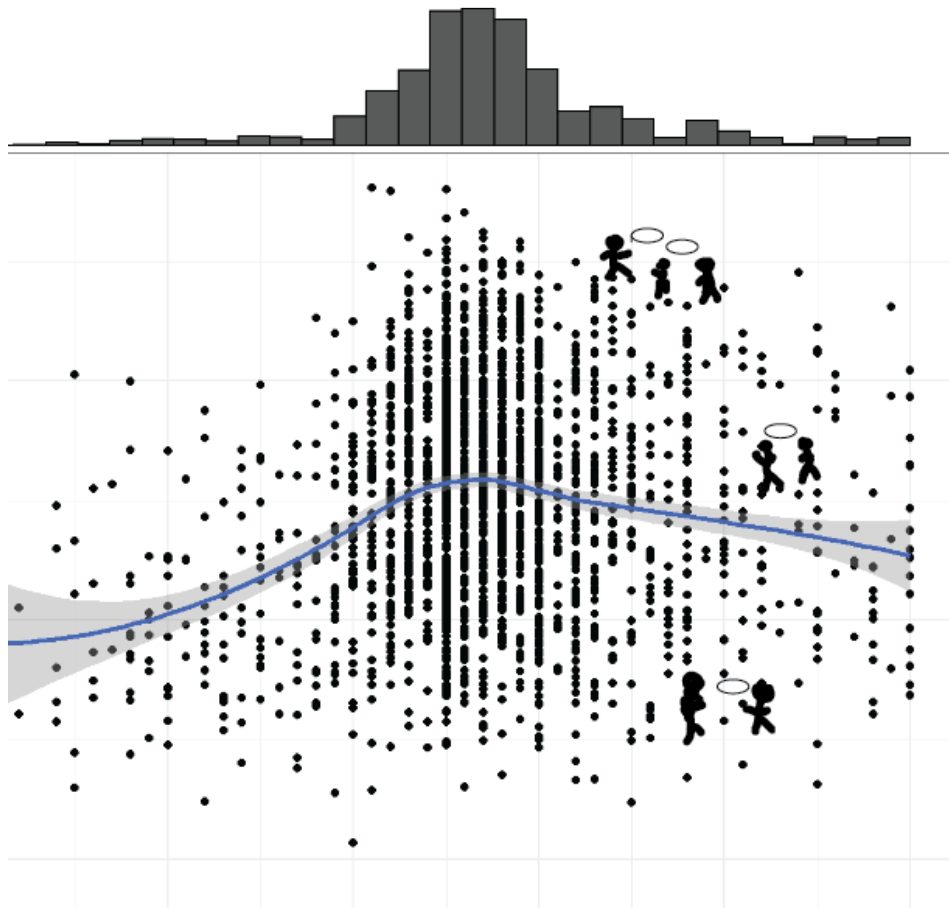
Domains

1. **Preparing** for Learning
2. **Contextualizing** the Content
3. **Engaging** in Learning
4. **Reflecting** on Learning
5. **Transferring** Learning to Practice

Gaumer Erickson, A.S., Noonan, P.M., Ault, M., Monroe, K., & Brussow, J. (2020). Observation checklist for high-quality professional development [Version 3]. Center for Research on Learning, University of Kansas.

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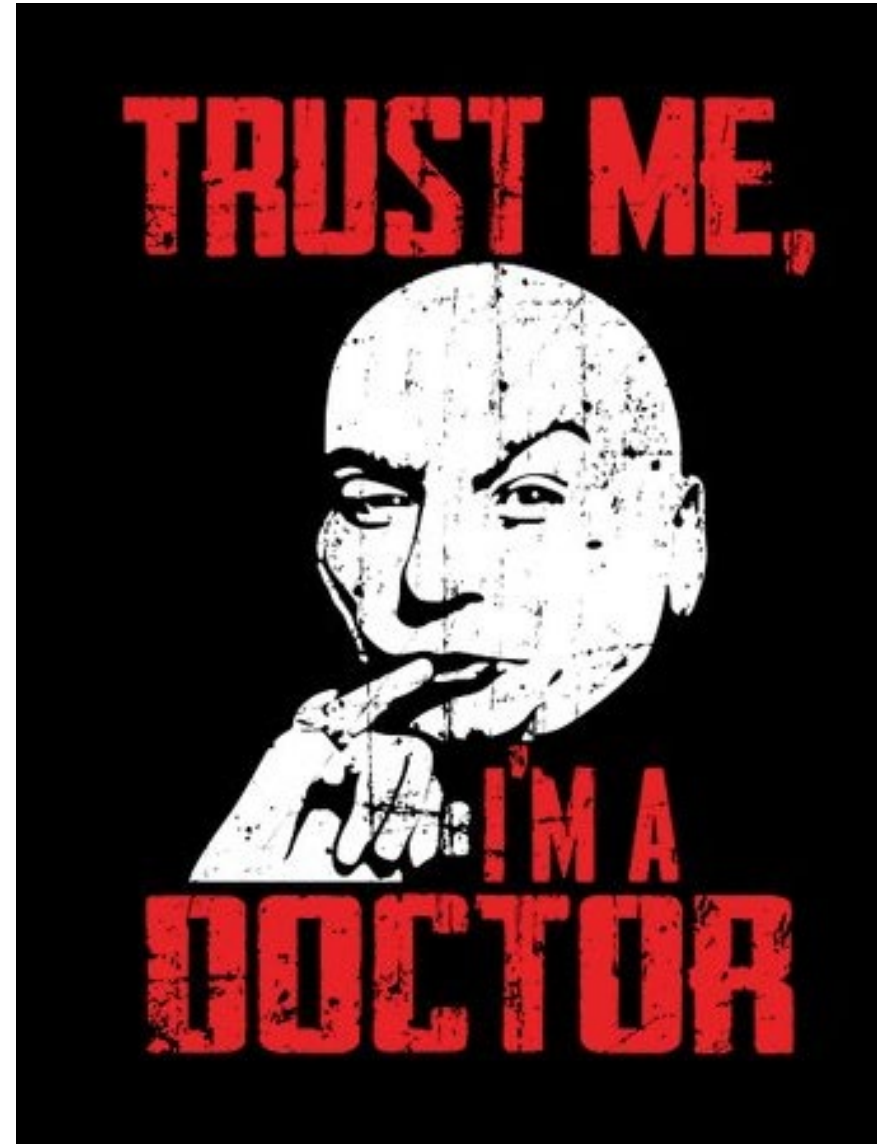
**“Data are just summaries
of thousands of stories—
tell a few of those stories
to help make the data
meaningful.”**

—Chip Heath & Dan Heath,
*Making Your Presentation
Stick*, p. 1



“The interesting thing about credibility is that it has to exist in the *audience’s* mind, not your own.”

—Genard, 2019



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