



The Nuts and Bolts of How to Become a Dietitian in Business and Communications

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A Question?

- By a show of hands, how many nutrition professionals want to be
 - Clinical dietitians?
 - Foodservice dietitians?
 - Other?



“Other” Category



- Encompasses many areas of expertise
 - Management, private practice, nutrition consulting, corporate, sales, teaching, marketing, etc.
- Growing trend: Business and Communications

What We'll Cover Today



- Definition of a Dietitian in Business and Communications
- Needed skill set
- Types of career paths
- 5 key action steps
- Resources

But First A Thought...



*“We know what we are,
but know not what we may be.”*

William Shakespeare

Definition



- What is a dietitian in business and communications?
 - Food and nutrition professionals who work for or consult with local or global corporations, businesses or organizations in the food, nutrition, communications, public relations, and healthcare industries, or who are self-employed or business owners

Definition

Dietitians in Business and Communications are:

- Presidents
- TV producers
- VPs
- Internet experts
- CEOs
- Consultants
- Business owners
- Software designers
- Sales reps, sales managers
- Restaurateurs
- Writers
- Consumer affairs directors
- Publishers
- Supermarket consultants
- Authors
- Food stylists
- Editors
- Test kitchen managers
- PR executives
- Recipe developers
- Media correspondents
- Marketing and/or Communications Manager

Skill Set



- ✓ Strong communications – written and verbal
- ✓ Solid management and leadership abilities
- ✓ Basic knowledge of business, marketing and financial management
- ✓ Strategic, forward thinker
- ✓ Good overall knowledge of nutrition
- ✓ Ability to network
- ✓ Self-promoter

Skill Set

- Strong communications skills essential

- Written

- Deliver effective and concise materials, presentations, key messages, main points, etc.

- Verbal

- Deliver presentations, talks with confidence



- Practice, practice, practice!

- Write articles for Web sites, local papers, nutrition newsletters, etc.

- Deliver presentations to friends, family and co-workers

- Brush up on grammar skills

A Quick Test



- She had (less or **fewer**) chores, but she also had (**less** or fewer) energy.
- The drug did not (**affect** or effect) the disease, but the drug has many adverse side (affects or **effects**).
- There is a strong bond between (he and I or **him and me**).

Skill Set

- Solid management and leadership abilities
 - Help lead teams, manage people
 - Develops interpersonal skills
 - Assist with managing projects and budgets
 - Develops organizational and financial skills
 - Volunteer for tough assignments or positions on local dietetic association or DPG boards
 - Develops leadership and analytical skills



Skill Set



- Business, marketing and financial knowledge
 - Read the business section and follow companies of interest
 - Pay attention to mailings, health professional advertisements, product packaging to get a sense of marketing initiatives and priorities
 - Stay abreast of key health and nutrition trends via consumer surveys, product analysis reports
 - Keep an eye on issues to better understand potential implications for products/brands and companies

Skill Set

- Strategic, forward thinking
 - Take a step back to see the big picture
 - Get a grasp on management expectations, broader mission/vision
 - Obtain a solid understanding of your business/industry
 - Know not only your job, but the jobs around you
 - Get involved in dietetic/professional associations
 - Develop astute problem-solving skills
 - Prepare for the worst
 - If something can go wrong, it will
 - Expect the best
 - Pay attention to and think about ALL details



Skill Set



- Good overall knowledge of nutrition
 - Read nutrition journals, newsletters, blogs
 - Stay active in local dietetic associations
 - Attend meetings regularly to brush up on hot nutrition topics
 - Join food- and nutrition-specific groups – within and outside ADA
 - DPGs, American Society for Nutrition, Society for Foodservice Management, Institute of Food Technologists, etc.
 - Contribute to nutrition listserv discussions
 - Post questions and also provide answers
 - Seek a mentor in an industry you're curious about

Skill Set

■ Ability to network

□ Seek out established resources and support systems

- Industry and dietetic colleagues
- Local and national dietetic association groups
 - Dietitians in Business and Communications DPG
 - State dietetic associations

□ Attend dietetic meetings, networking events

- Volunteer to serve on a committee, assist with member events

□ Embrace social networking opportunities in your workplace (company parties, open houses, etc.)



Skill Set



■ Self-promoter

- Look for ways to actively promote yourself, your company, product or service every day
 - Talk it up to colleagues, family, friends, neighbors -- even the barista at Starbuck's
- Send yourself an email promoting your services
 - Review, tweak and send to 10 people a week
- Speak up and don't be shy! No one else can promote you like yourself
 - Don't forget to tell your story

Another Thought...



“I am always doing that which I can not do, in order that I may learn how to do it.”

Pablo Picasso

Career Options

- Career paths within the field of business and communications



Career Options



■ Marketing

- Food companies, food industry, food councils

■ Sales

- Manufacturers, distributors, brokerage company

■ Public relations

- PR agencies, hospitals, food and nutrition companies, etc.

Career Options



- Nutrition consultant
 - Food industry, retail chains, assisted living
- Educator
 - Culinary/cooking classes, university nutrition instructor
- Business owner
 - Nutrition communications, other specialty niches (e.g., Hispanic consulting)

Career Options



■ Media Opportunities

- Writer, journalist, media reporter, newsletter editor, book author, publisher

■ Internet expert

- Food company Web site content development, computer systems management, nutrition IT expert, Web site development

Yet Another Thought...



“No one lives long enough to learn everything they need to learn starting from scratch. To be successful, we absolutely, positively have to find people who have already paid the price to learn the things that we need to learn to achieve our goals.”

Brian Tracy (author, speaker)

5 Things to do Today

- Find and use a mentor
- Determine which career path to follow
- Get experience with public speaking
- Get involved in local, state and national dietetic organizations
- Consider non-traditional education



5 Things to Do Today



- Find and use a mentor
 - Experienced professional interested in the development of another person
 - Willing to share his or her time and resources to assist mentees in reaching their career or educational goals
 - Discuss personal and career goals, objectives
 - Set up and stick to regular interaction
 - Emails, phone calls, in-person meetings, job-shadowing

5 Things to Do Today



- Determine which career path to follow
 - Read about and interact with different business and communications professionals
 - Learn about their work, how they got to where they are today
 - Assess what is the best fit for you
 - Aspirational but also achievable/realistic given current constraints of everyday life
 - Make life, situational changes as necessary to achieve goals

5 Things to Do Today

- Get experience with public speaking
 - Hone public speaking and communications skills through professional organizations (e.g., ToastMasters)
 - Meet other business professionals



5 Things to Do Today



- Get involved in local, state and national dietetic organizations
 - Join local dietetic and nutrition associations
 - Go to meetings, social functions, workshops
 - Attend state dietetic association meetings, ADA Food & Nutrition Conference & Expo
 - Tour the exhibits, listen to educational sessions

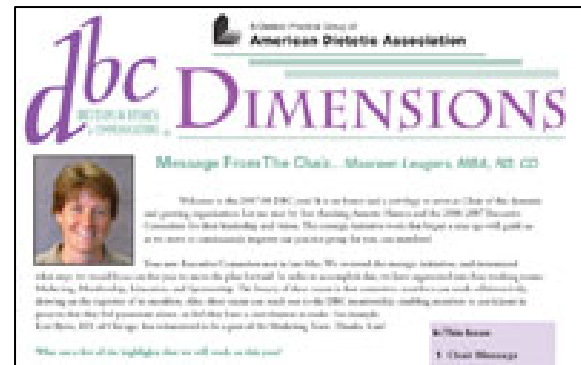
5 Things to Do Today

- Consider non-traditional education outside of dietetics
 - Food science, nutrition communications, business development, marketing, etc.
 - Pursue formal degree or just take classes, workshops



Resources

- Dietitians in Business and Communications Dietetic Practice Group
 - DBC Dimensions
 - DBC Listserv
 - DBCOnline.org



Dietitians in Business & Communications

A Dietetic Practice Group of the American Dietetic Association

Resources

- ***Attitude is Everything***, Keith Harrell
- ***Authentic Leadership***, Bill George
- ***Blink: The Power of Thinking Without Thinking***, Malcom Gladwell
- ***CEO of Self***, Herman Cain
- ***EVEolution***, Faith Popcorn
- ***Executive Charisma***, D.A. Benton
- ***First, Break All the Rules***, Marcus Buckingham & Curt Coffman
- ***Getting to Yes: Negotiating Agreement Without Giving In***, Roger Fischer and William Ury
- ***Good To Great***, Jim Collins



Resources

- ***Leadership***, Rudolph Giuliani
- ***Leadership is Common Sense***, Herman Cain
- ***Leverage Your Best, Ditch The Rest***, Scott Blanchard and Madeleine Homan
- ***Living Your Best Life: Discover Your Life's Blueprint for Success***, Laura Berman Fortgang
- ***Now, Discover Your Strengths***, Marcus Buckingham & Donald O. Clifton
- ***Nuts! Southwest Airlines' Crazy Recipe for Business and Personal Success***, Kevin and Jackie Freiberg
- ***Fish! A Remarkable Way to Boost Morale & Improve Results***, Stephen C. Lundin, et al.

Resources

- Others??

What We Covered Today

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A Final Thought...



“If you want to achieve a high goal, you're going to have to take some chances.”

Alberto Salazar (World Class Running Coach and Former Olympic Marathoner)



Questions?



Thank You!