

# POI Training Follow-up Tip #6

## *Authority*



## *Be the friendly expert*

What does it mean to be an authority figure who is both, an expert and friendly all at the same time? Here are some things you can try in the clinic:

### **Be Approachable:**

- Be friendly. Smiling can help to put clients at ease. Keep in mind what message your body language is sending others.
- Consider your attire. Ask yourself if you would feel comfortable approaching an expert who is wearing your same clothes.
- Use common language that everybody can understand. Try to avoid using scientific terms.

### **Walk the Walk:**

- By mentioning a weakness, you gain credibility in the eyes of your clients.
- Consider briefly sharing a difficult experience that is similar to what your clients are facing. For example, instead of focusing on research about picky eating, relate to them by mentioning a time when you struggled to get your child to try new foods. Share what has worked for you!



*“Be yourself; everyone else is already taken.”*

-Oscar Wilde



Texas WIC Power of Influence