



HERRAMIENTAS DE COMUNICACION

para el desarrollo de carrera investigadora.

**HERRAMIENTAS
DE COMUNICACION**

para el desarrollo de carrera investigadora





BÁSICOS EN COMUNICACIÓN

MÓDULO 1

COMUNICACIÓN ESTRATÉGICA

Identificas un **objetivo**

Es un proceso **planificación** (1 segundo o 1 mes)



QUÉ

1. *Qué quiero lograr?*
2. *Qué necesito comunicar para lograrlo?*



ESTRATEGIAS DE COMUNICACIÓN

Identificas **diferentes perfiles**

Es un proceso **implementación y adaptación**



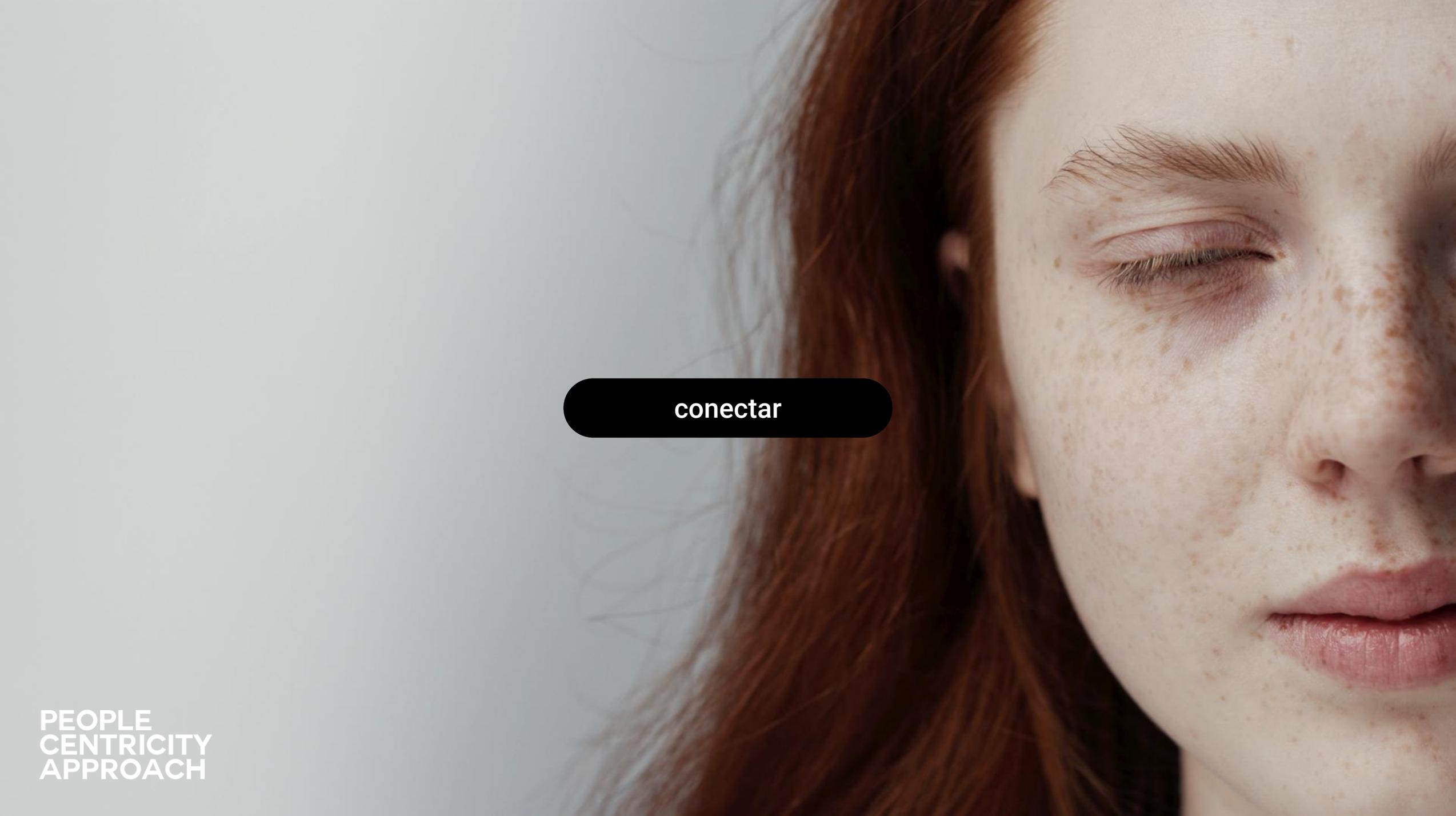
A QUIÉN + CÓMO

1. *Quién es mi audiencia?*
2. *Cómo adapto el mensaje?*
3. *Cómo lo comunico?*



Canal
Circunstancia
Contexto

PEOPLE CENTRICITY APPROACH

A close-up, high-angle portrait of a young woman with long, wavy reddish-brown hair. Her eyes are closed, and her face is covered in numerous small, light brown freckles. The lighting is soft and natural, highlighting the texture of her skin and the color of her hair. The background is a plain, light-colored wall.

conectar

PEOPLE
CENTRICITY
APPROACH

conectar

conectar

hacer la vida
de las personas
+ fácil

SIMPLICITY APPROACH

MIT - John Maeda

simplificar

eliminar lo obvio

resaltar lo significativo

COMUNICACIÓN EFECTIVA

Te expresas de forma **claridad y concisa**

Se focaliza en la **comprensión**



CÓMO LO DIGO

1. *Mensaje: síntesis y simplicidad*
2. *Mensajero foco en: tono + volumen + velocidad + pausas*



COMUNICACIÓN ASERTIVA

Expresas tus **opiniones y comentarios**

Gestionando **conflictos**



CÓMO ME SIENTO YO y luego los demás

1. *Mensaje: necesidades + sentimientos (1º tuyos y luego de los demás)*
2. *Mensajero foco en: priorizarte, entenderte, darte tiempo*

conectar

hacer la vida
de las personas
+ fácil

claro

conciso

corto

.....

.....

.....

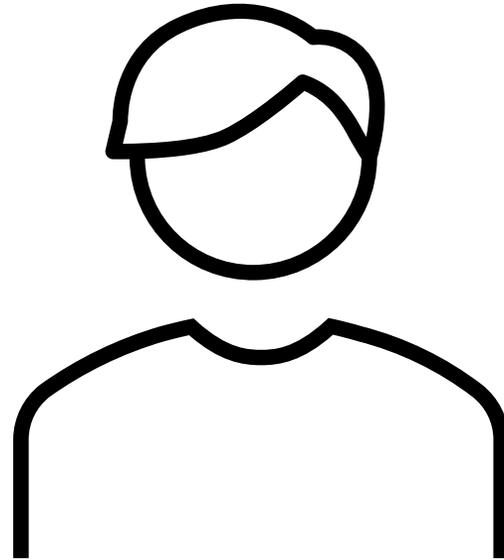
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ACTITUD COMUNICACIÓN EFECTIVA

confirmar que la otra persona me ha entendido

MÓDULO 1

CÓMO COMUNICAR?

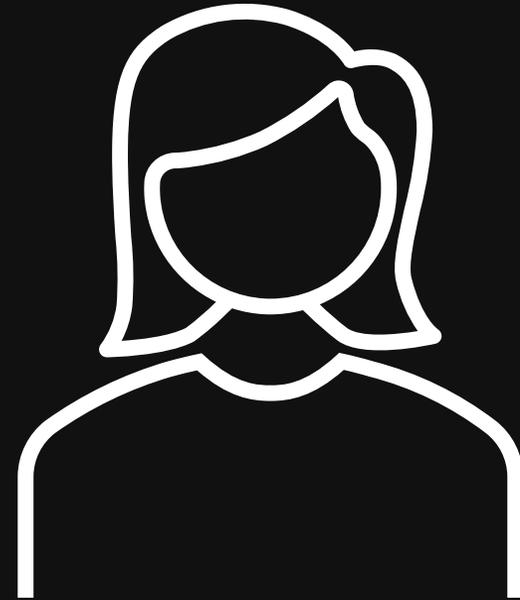
COMUNICACIÓN ESTRATÉGICA



ESTRATEGIAS DE COMUNICACIÓN

CÓMO COMUNICO?

- 1 Elije un tema (cualquiera)
- 2 Grábate con el móvil
- 3 Obsérvate (sin audio)
- 4 Escúchate (sin imagen)
- 5 Mira el video completo (con cariño)



CÓMO COMUNICO?

Obsérvate (sin audio)

1 Qué transmito?

2 Gestos? Expresiones?

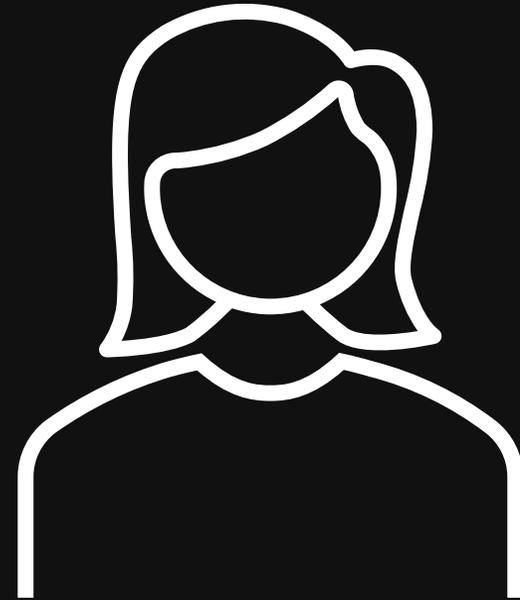
Escúchate (sin imagen)

3 Tono? Volumen? Velocidad? Pausas?

4 Claridad? Conciso? Muletillas?

Video completo

5 Qué te gustaría mejorar? (3)



COMUNICACIÓN ESTRATÉGICA

+ EFECTIVA

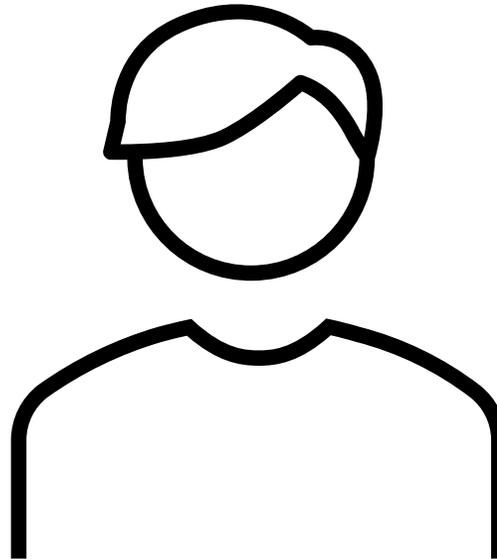
+ ASERTIVA

01. Qué decir

El mensaje

necesita una estrategia:

- 1. Mapeo necesidades de la audiencia:**
qué quieren y necesitan escuchar, cuándo y cómo.
- 2. Defino mis necesidades estratégicas:**
qué quiero transmitir, cómo y cuándo.
- 3. Estructura y flujo de la comunicación:**
timing 2/3



02. Cómo decirlo

La persona

el mensaje eres tú... :

- 1. La voz:**
nuestra herramienta más importante, conocerla, prepararla y cuidarla.
- 2. Gestión de pausas:**
cuándo, cómo, para qué y por qué son claves.
- 3. Velocidad y volumen:**
cuándo, cómo, para qué y por qué son claves.
- 4. La mirada y la sonrisa:** cuando, cómo, para qué y por qué son claves.
- 5. Lo que dices cuando no dices nada:**
postura, posición, proxemia y gestos.

herramientas

COMUNICACIÓN ESTRATÉGICA + EFECTIVA + ASERTIVA

Mapeo necesidades:

YO (asertividad)

Cómo quiero
que me perciban?

Cómo quiero
transmitir?

Cómo quiero
sentirme?



AUDIENCIA (asertividad)

Qué quieren?

Qué necesitan?

Qué les preocupa?

Cómo puedo deleitarles?

HACER LA VIDA DE LAS PERSONAS + FÁCIL

eliminar lo obvio + resaltar lo significativo



● ESCRITA

VISUAL ●

●
PRODUCCIÓN CIENTÍFICA

3C: claro + conciso + corto

Principios de Diseño

Storytelling

Jerarquía de información

Data Storytelling

Recursos Gráficos

●
DIVULGACIÓN CIENTÍFICA

●
CONECTAR

● VERBAL

NO VERBAL ●

●
HABILIDADES INTERPERSONALES

3C: claro + conciso + corto

Postura

la magia de la espiración

Proxemia

Pausas y matices

Kinesis

Storytelling

frameworks

GENERAL TOPIC

TELLING THE RIGHT STORY

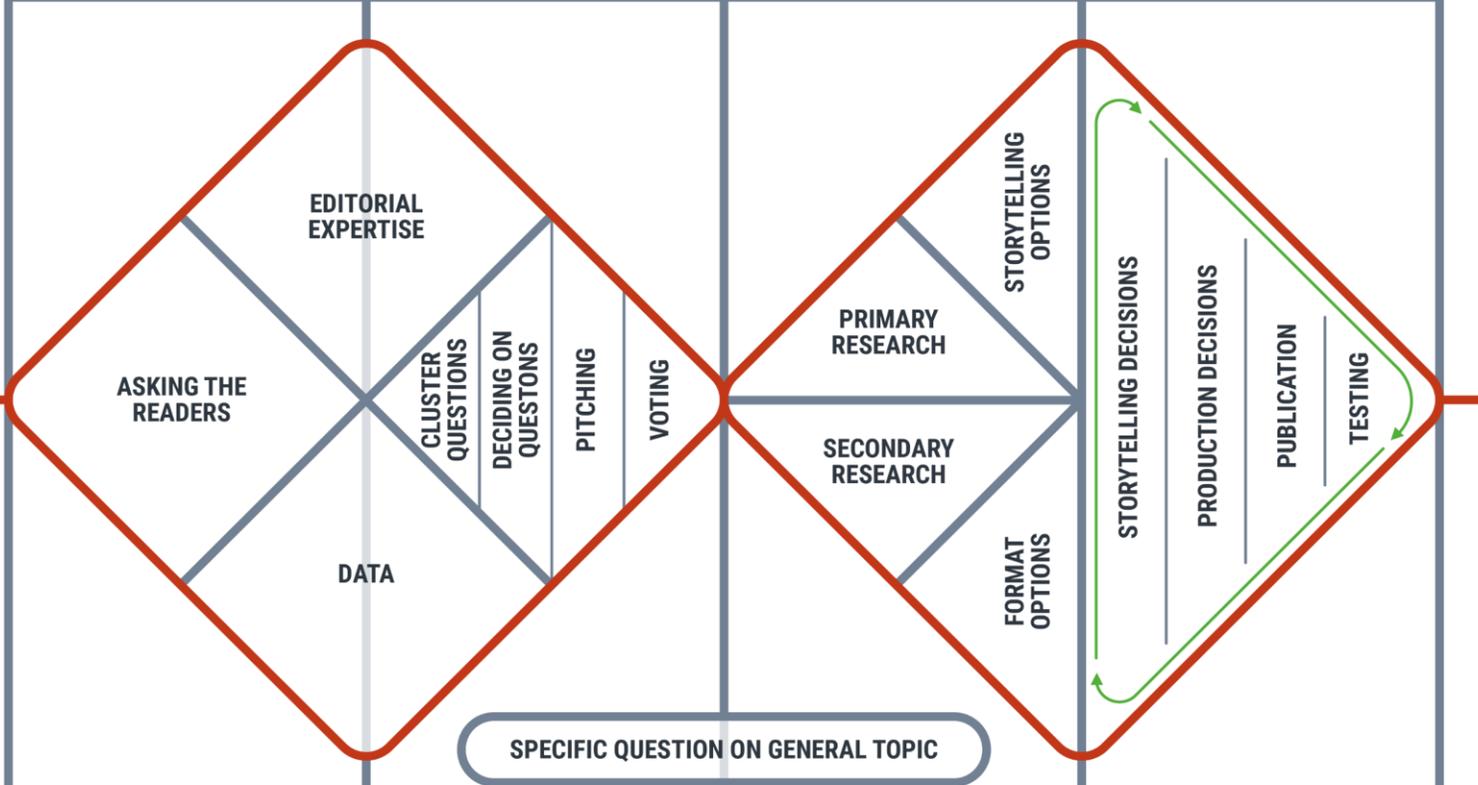
DISCOVER INTERESTS

DEFINE INTERESTS

TELLING THE STORY RIGHT

DEVELOP THE STORY

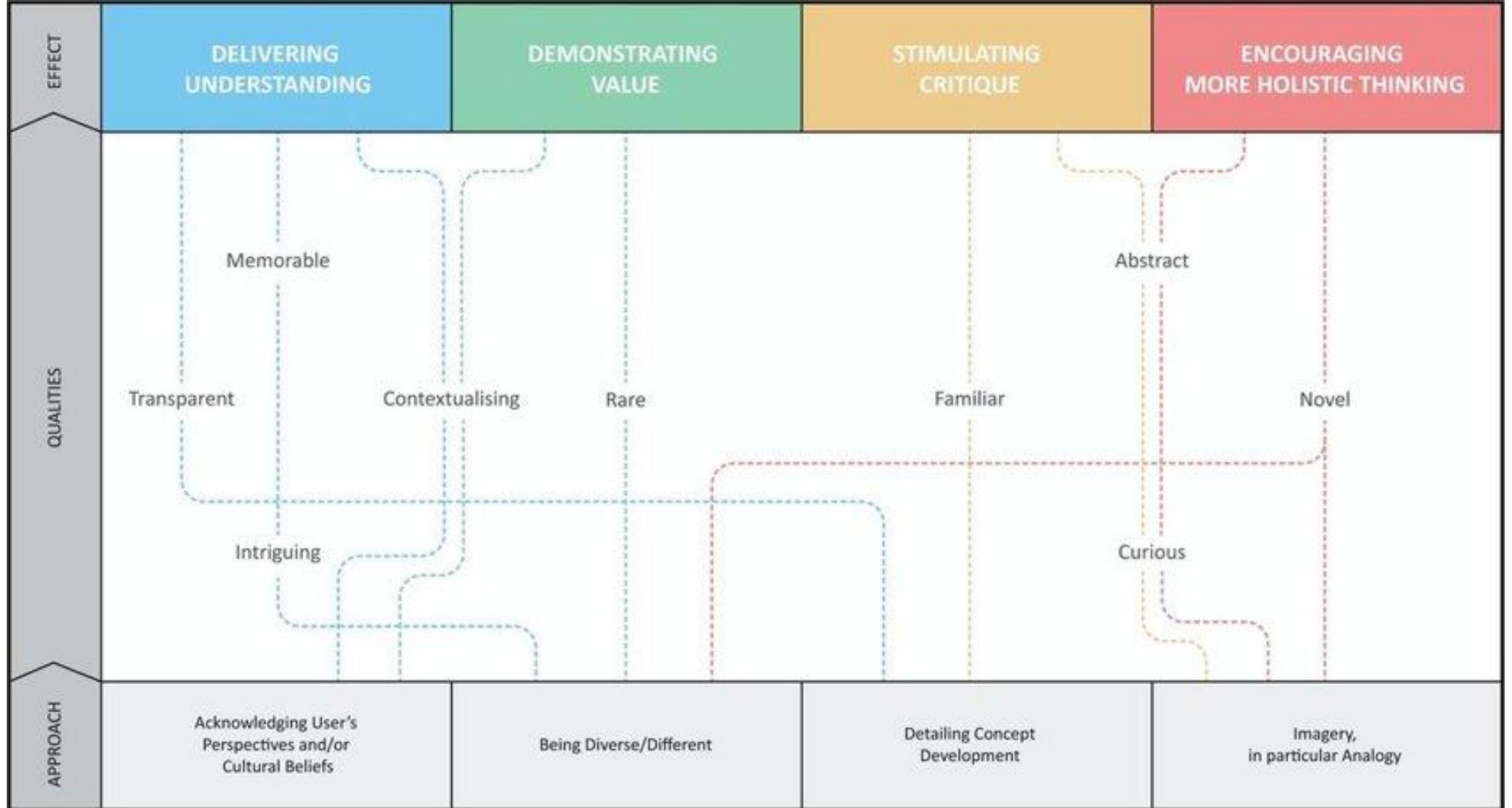
DELIVER THE STORY

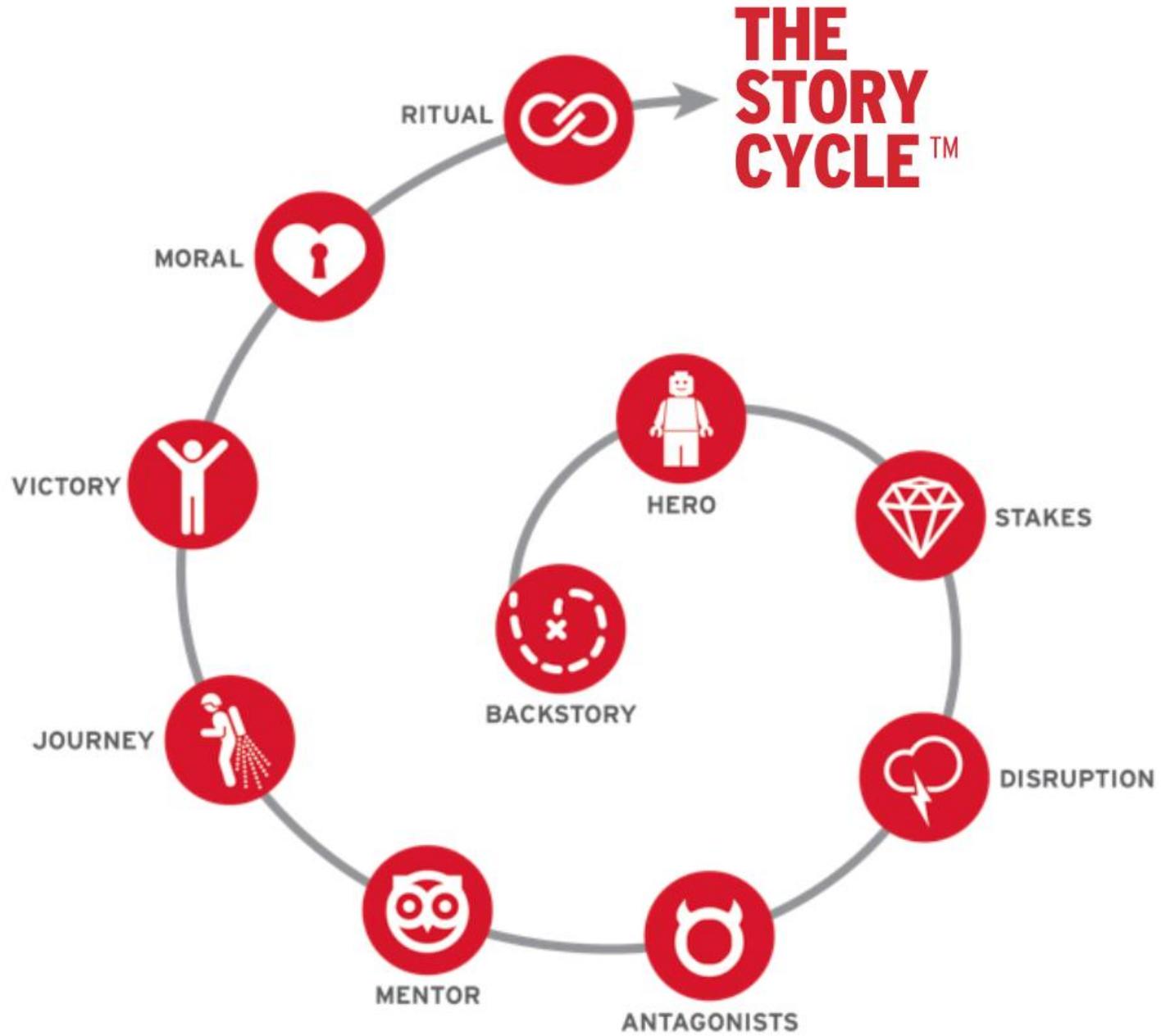


ANSWER TO A SPECIFIC QUESTION

Storytelling

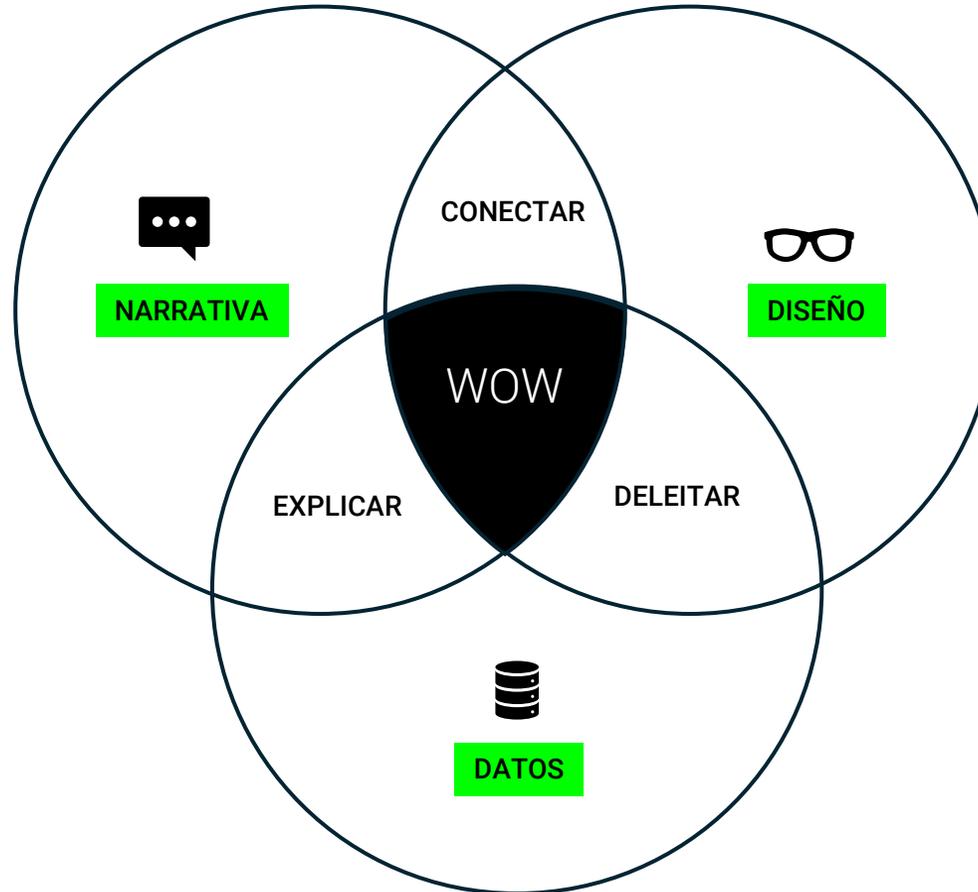
frameworks





Data Storytelling

frameworks

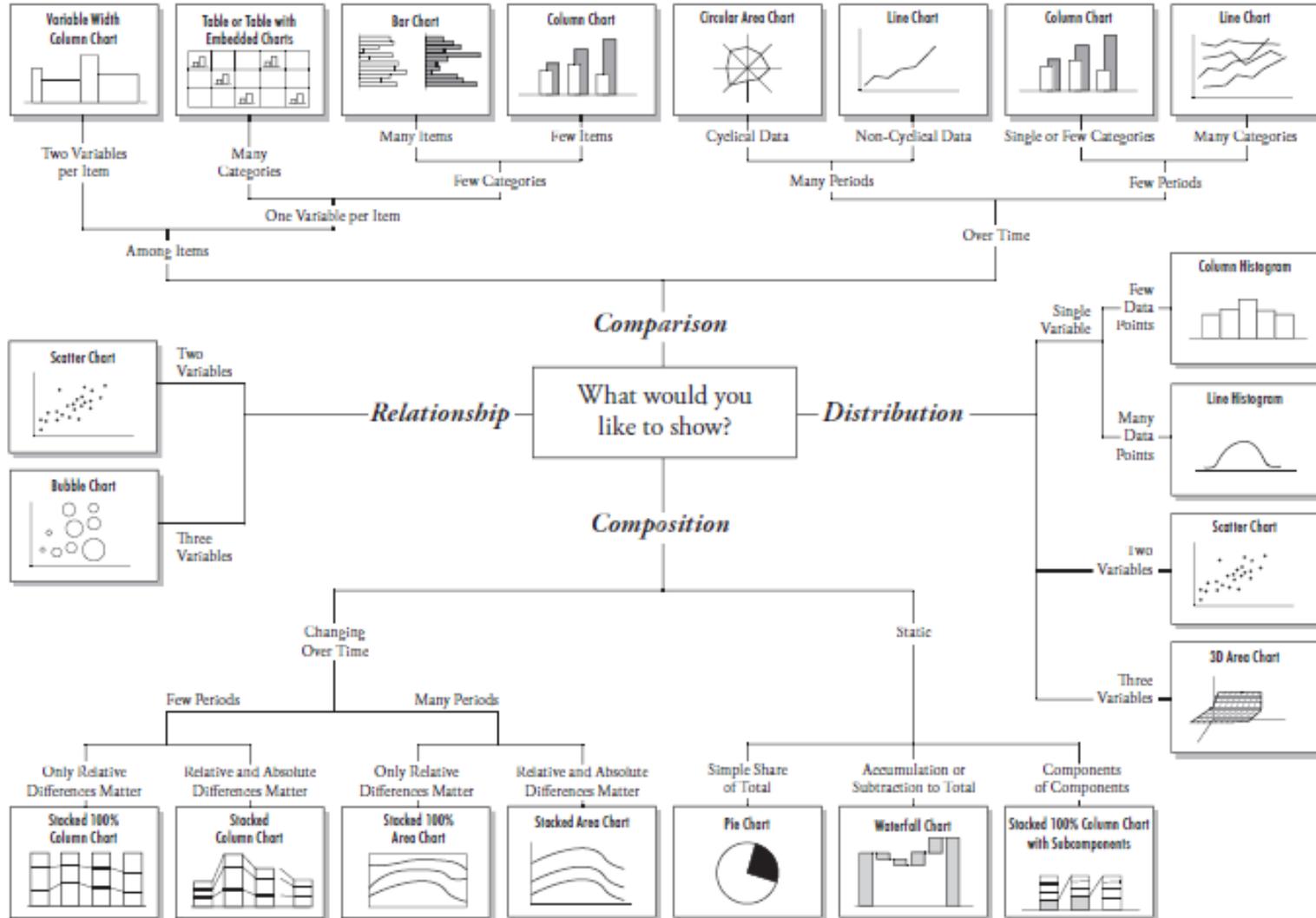


no es
mostrar datos
es contar datos

Data Storytelling

frameworks

Chart Suggestions—A Thought-Starter



no es
mostrar datos
es contar datos

reglas

de diseño

**diseña...
no decore.**

86%

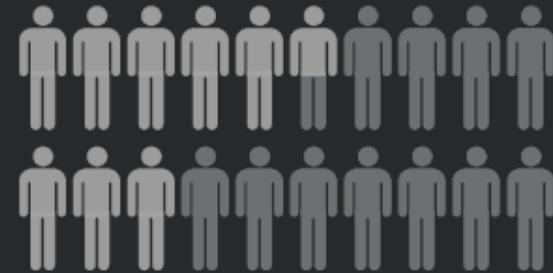
de los encuestados coinciden que una **CADENA DE ABASTECIMIENTO VERDE** es muy importante

MUY IMPORTANTE



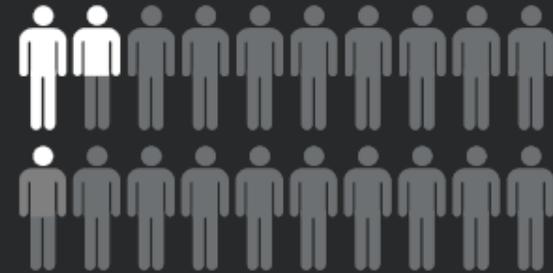
34%
Hoy

RELATIVAMENTE IMPORTANTE



52%
Hoy

NO IMPORTANTE



14%
Hoy

**comunica con un
único lenguaje visual.**



||

Never give up. Today is beautiful design, but the day **after tomorrow will be sunshine.**

JOHN DOE.

**elige colores
con un propósito.**

THE RIGHT FISH



After years of irresponsible fishing, there just aren't that many fish in the sea anymore. If we are going to help save the world's fish populations while continuing to eat fish (which you should, it is really good for you), we have to eat the right fish.

Use this guide—based on the Monterey Bay Aquarium's Seafood Watch List—as a helpful tool to tell you which types of fish and types of fishing you should support to keep our fish populations healthy.



ENTIRE UNITED STATES

ARCTIC CHAR Farmed	BARMUNDI U.S. farmed	CATFISH U.S. farmed	COBIA U.S. farmed	PACIFIC HALIBUT	ALASKA WILD SALMON	STRIPED BASS Farmed or Wild
TILAPIA U.S. farmed	RAINBOW TROUT Farmed	SKIPJACK TUNA Troll or Pole Caught	ALBACORE TUNA Troll or Pole caught U.S. or British Columbia			
DUNGENESS CRAB	SPINY LOBSTER U.S. caught	BAY SCALLOPS Farmed	CLAMS Farmed			

SOUTHWEST

ARCTIC CHAR Farmed	BARMUNDI U.S. farmed	CATFISH U.S. farmed	COBIA U.S. farmed	PACIFIC HALIBUT	ALASKA WILD SALMON	STRIPED BASS Farmed or Wild
TILAPIA U.S. farmed	RAINBOW TROUT Farmed	SKIPJACK TUNA Troll or Pole Caught	ALBACORE TUNA Troll or Pole caught U.S. or British Columbia	STURGEON CAVIAR U.S. farmed	ALASKA PACIFIC COD Longline Caught	PACIFIC COD U.S. Traveled
DUNGENESS & STONE CRAB	SPINY LOBSTER U.S. Caught	BAY SCALLOPS Farmed	CLAMS Farmed	MUSSELS Farmed	OYSTERS Farmed	CLAMS Wild

WEST

ARCTIC CHAR Farmed	BARMUNDI U.S. farmed	CATFISH U.S. farmed	COBIA U.S. farmed	PACIFIC HALIBUT	ALASKA WILD SALMON	STRIPED BASS Farmed or Wild
TILAPIA U.S. farmed	RAINBOW TROUT Farmed	SKIPJACK TUNA Troll or Pole Caught	ALBACORE TUNA Troll or Pole caught U.S. or British Columbia	ABALONE U.S. farmed	ALASKA PACIFIC COD Longline Caught	BLACK ROCKFISH California or Oregon Caught
BLACK COD Alaska or British Columbia Caught	PACIFIC SARDINES	WHITE SEA BASS				
DUNGENESS CRAB	SPINY LOBSTER U.S. caught	PINK SHRIMP Oregon Caught	BAY SCALLOPS Farmed	CLAMS Farmed	MUSSELS Farmed	OYSTERS Farmed

SOUTHEAST

ARCTIC CHAR Farmed	BARMUNDI U.S. farmed	CATFISH U.S. farmed	COBIA U.S. farmed	PACIFIC HALIBUT	ALASKA WILD SALMON	STRIPED BASS Farmed or Wild
TILAPIA U.S. farmed	RAINBOW TROUT Farmed	SKIPJACK TUNA Troll or Pole Caught	ALBACORE TUNA Troll or Pole caught U.S. or British Columbia	ATLANTIC CROAKER	STRIPED MULLET	WRECKFISH
U.S. KING OR SPANISH MACKEREL	ALASKA PACIFIC COD Longline Caught	ATLANTIC MAHI MAHI U.S. Troll or Pole Caught				
DUNGENESS & STONE CRAB	SPINY LOBSTER U.S. Caught	CRAYFISH U.S. farmed	BAY SCALLOPS Farmed	CLAMS Farmed	MUSSELS Farmed	OYSTERS Farmed

MIDWEST

ARCTIC CHAR Farmed	BARMUNDI U.S. farmed	CATFISH U.S. farmed	COBIA U.S. farmed	PACIFIC HALIBUT	ALASKA WILD SALMON	STRIPED BASS Farmed or Wild
TILAPIA U.S. farmed	RAINBOW TROUT Farmed	SKIPJACK TUNA Troll or Pole Caught	ALBACORE TUNA Troll or Pole caught U.S. or British Columbia	LAKE ERIE YELLOW PERCH	ALASKA PACIFIC COD Longline Caught	
DUNGENESS & STONE CRAB	SPINY LOBSTER U.S. caught	BAY SCALLOPS Farmed	CLAMS Farmed	MUSSELS Farmed	OYSTERS Farmed	

NORTHEAST

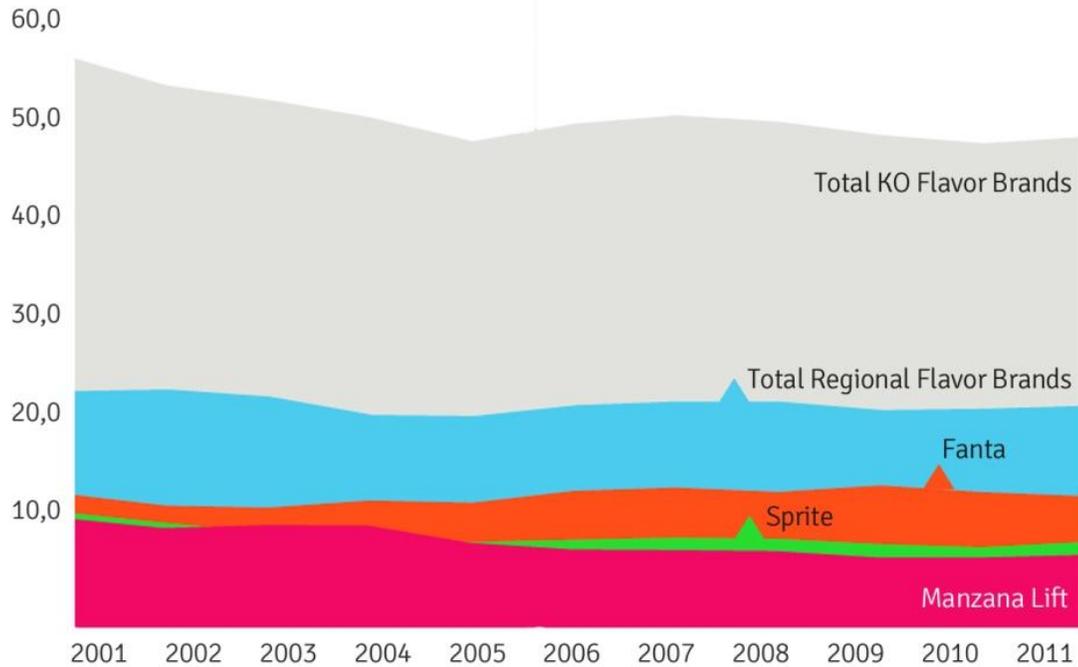
ARCTIC CHAR Farmed	BARMUNDI U.S. farmed	CATFISH U.S. farmed	COBIA U.S. farmed	PACIFIC HALIBUT	ALASKA WILD SALMON	STRIPED BASS Farmed or Wild
TILAPIA U.S. farmed	RAINBOW TROUT Farmed	SKIPJACK TUNA Troll or Pole Caught	ALBACORE TUNA Troll or Pole caught U.S. or British Columbia	ATLANTIC CROAKER	SWORDFISH Harpoon or Handline Caught U.S. or Canadian	
DUNGENESS & STONE CRAB	SPINY LOBSTER U.S. caught	BAY SCALLOPS Farmed	CLAMS Farmed	LONGFIN SQUID U.S. Caught	OYSTERS Farmed	STEAMER CLAMS Wild

comprime & separa

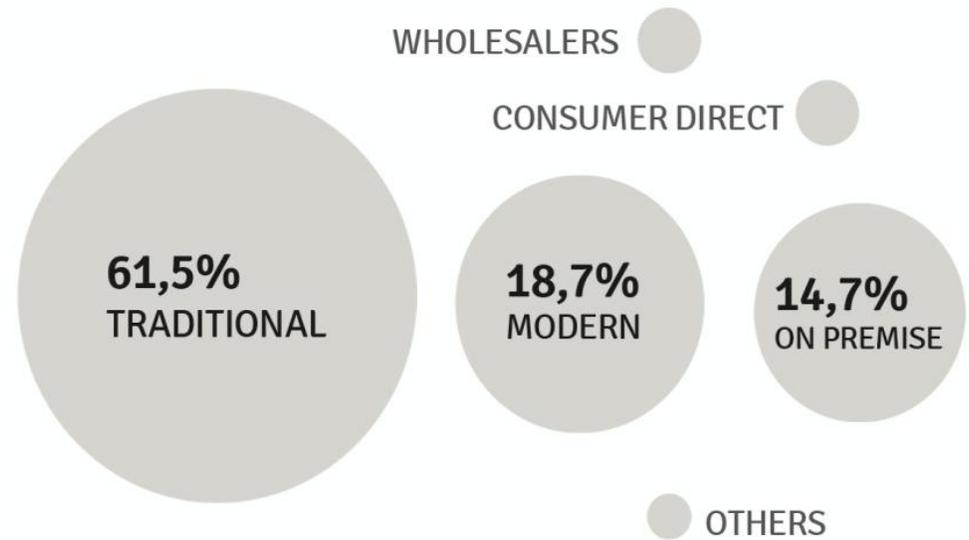
FLAVOR BOOSTER PLAN

Building Capabilities for Growth

LOSING MARKET SHARE FOR THE LAST 10 YEARS



VOLUME HIGHLY CONCENTRATED IN THE TRADITIONAL CHANNEL



OPPORTUNITY

What has happened to the Flavor SSDs Segment?



**si lo puedes hacer
con menos...
mucho mejor**

LL&TB: PAST, PRESENT & FUTURE



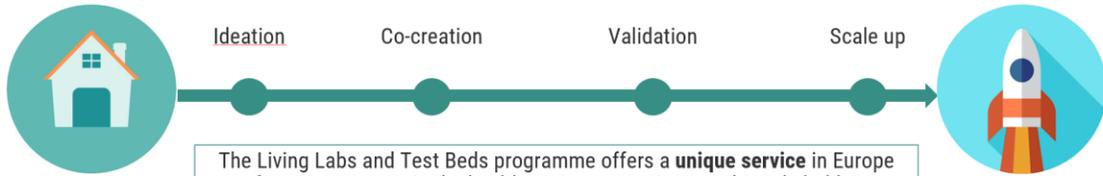
LL&TB PAST, PRESENT & FUTURE



la simetría es clave
y hermosa.

LL&TB Project in 2021

Main Objective



The Living Labs and Test Beds programme offers a **unique service** in Europe for entrepreneurs in the health sector, accessing a multi-stakeholder environment and involving end-users at every step of the innovation process.

In **2021** we will drive the programme and network to their full potential, achieving greater **OUTREACH**, by



attracting new stakeholders

+ innovation and education projects



extending the results and benefits of LL&TB to the other EIT Health pillars and ecosystems

pushing achievements towards sustainability



EIT Health is supported by the EIT, a body of the European Union



LL&TB Project in 2021

Main Objective



LL&TB
PROGRAMME

offers a **unique service** in Europe for entrepreneurs in the health sector, accessing a multi-stakeholder environment and involving end-users at every step of the innovation process.

2021 we will drive the programme and network to their full potential, achieving greater **OUTREACH**, by



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extending the results and benefits of LL&TB to the other EITHealth pillars & ecosystems



pushing achievements towards sustainability

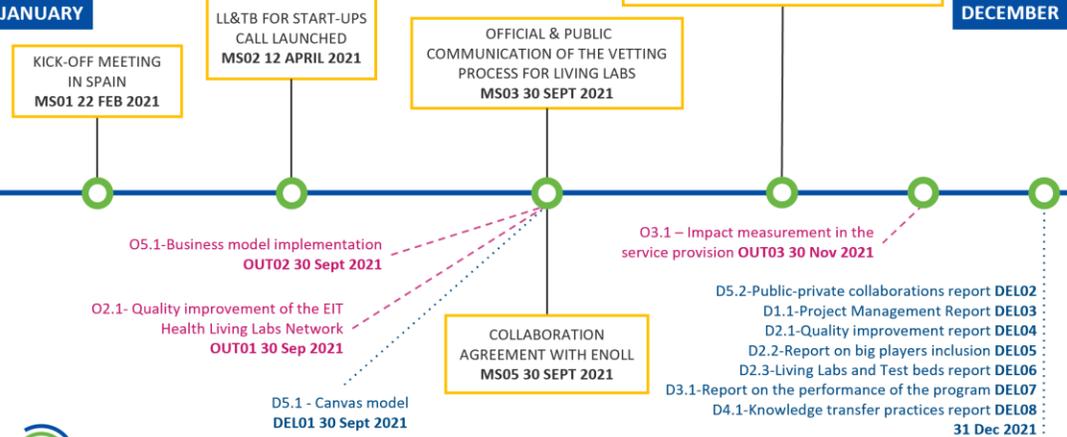


EIT Health is supported by the EIT, a body of the European Union

**el espacio libre
es clave mágico.
y necesario.**

LL&TB Project in 2021

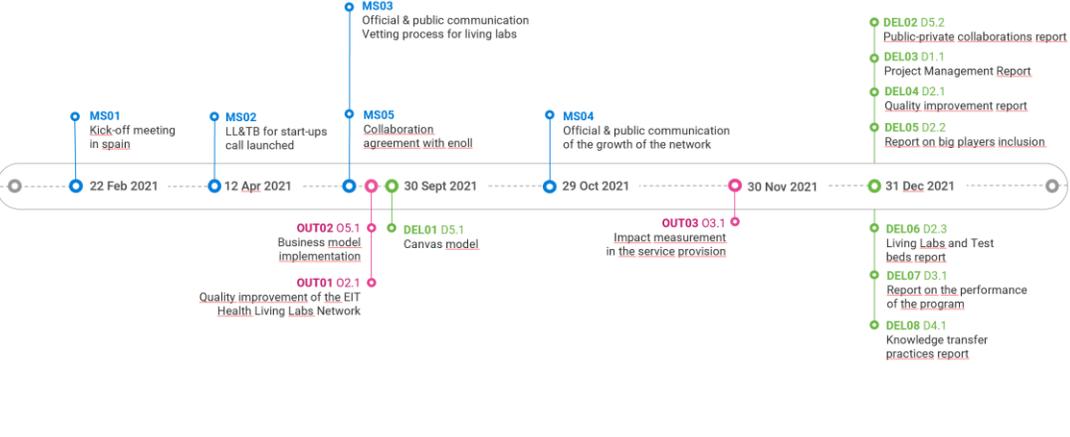
OUT/MS/DEL



EIT Health is supported by the EIT, a body of the European Union

LL&TB Project in 2021

OUT/MS/DEL



EIT Health is supported by the EIT, a body of the European Union

los detalles importan.
mucho.

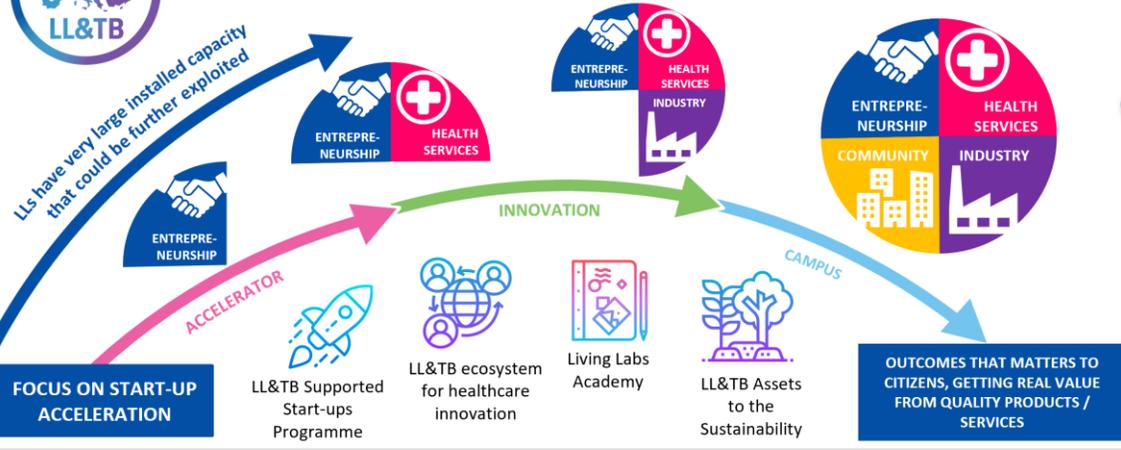
Value Proposition



VALIDATE YOUR SOLUTION THROUGH THE EXPERIENCE OF OTHERS

co-design, test, validate and evaluate your solutions with end users in real and controlled environments

LLs have very large installed capacity that could be further exploited

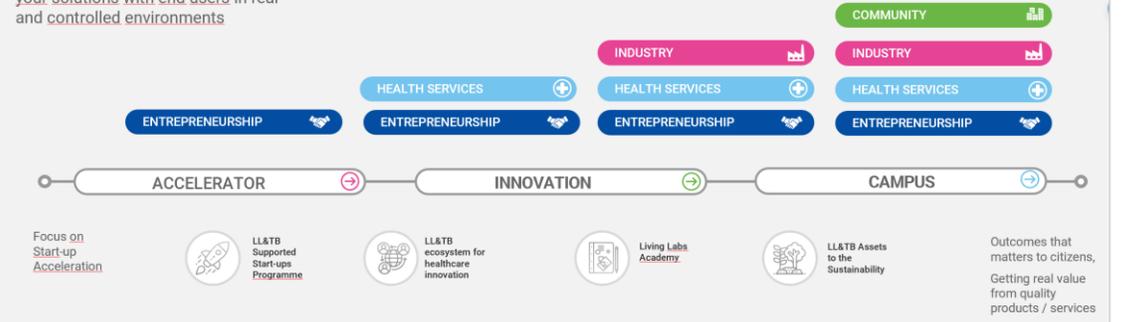


Value Proposition

Validate your solution through the experience of others



co-design, test, validate and evaluate your solutions with end users in real and controlled environments



Tipografías.

Tipografías.

Bodoni

Serif

RECURSOS
GRAFICOS

Roboto

RECURSOS
GRAFICOS

San serif

Tipografías.

Time New Roman

RECURSOS
GRAFICOS

RECURSOS GRAFICOS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur.

Estrategias de Jerarquía de información a través de la tipografía:

1. Mayúscula- minúscula:

mayor importancia (títulos) mayúscula – minúsculas texto explicativo que apoya al título.

2. Tamaño:

Misma tipografía ambas en mayúscula:
mayor importancia (títulos) más grande
menos importante pero relevante (subtítulo) más pequeño.
(esto es ideal para textos cortos)

3. Negrita:

Resalta jerarquía de título junto al tamaño
Resalta texto explicativo sobre lo que se quiere que se haga foco

4. Separación de texto:

Es clave para reafirmar la jerarquía de la información entre los tres Niveles (título, subtítulo y texto explicativo)

5. Color:

Uniformidad de color en título es clave (mismo color siempre)
Usarlo también para resaltar algo que sea clave.

Tipografías.

RECURSOS GRAFICOS

Roboto black

Subtítulo Georgia

Source:
“.....”

Tipografías.

recursos gráficos

Subtítulos

Source:

“.....”

**Estrategias de Jerarquía de información
a través de la tipografía:**

1. Mayúscula- minúscula y tamaño

colocar títulos en minúscula pero con un tamaño muy grande es una excelente estrategia.

Imágenes



Busca fotos de alta resolución gratis



Explorar Anunciarse Blog

Inicia sesión / Regístrate

Enviar una foto



Editorial | Eventos Actuales Fondos De Pantalla Renders 3D Texturas Y Patrones Experimental Arquitectura Naturaleza Negocios Y Trabajo Moda Película Comida Y Bebida Salud Y Bienestar Personas >

Unsplash

La fuente de Internet de imágenes de uso libre.
Con recursos de creadores de todo el mundo.

Busca fotos de alta resolución gratis



Es tendencia: flor, fondos de pantalla, fondos, feliz, amor

Foto del día de Pawan Thapa

Lee más sobre la Licencia Unsplash

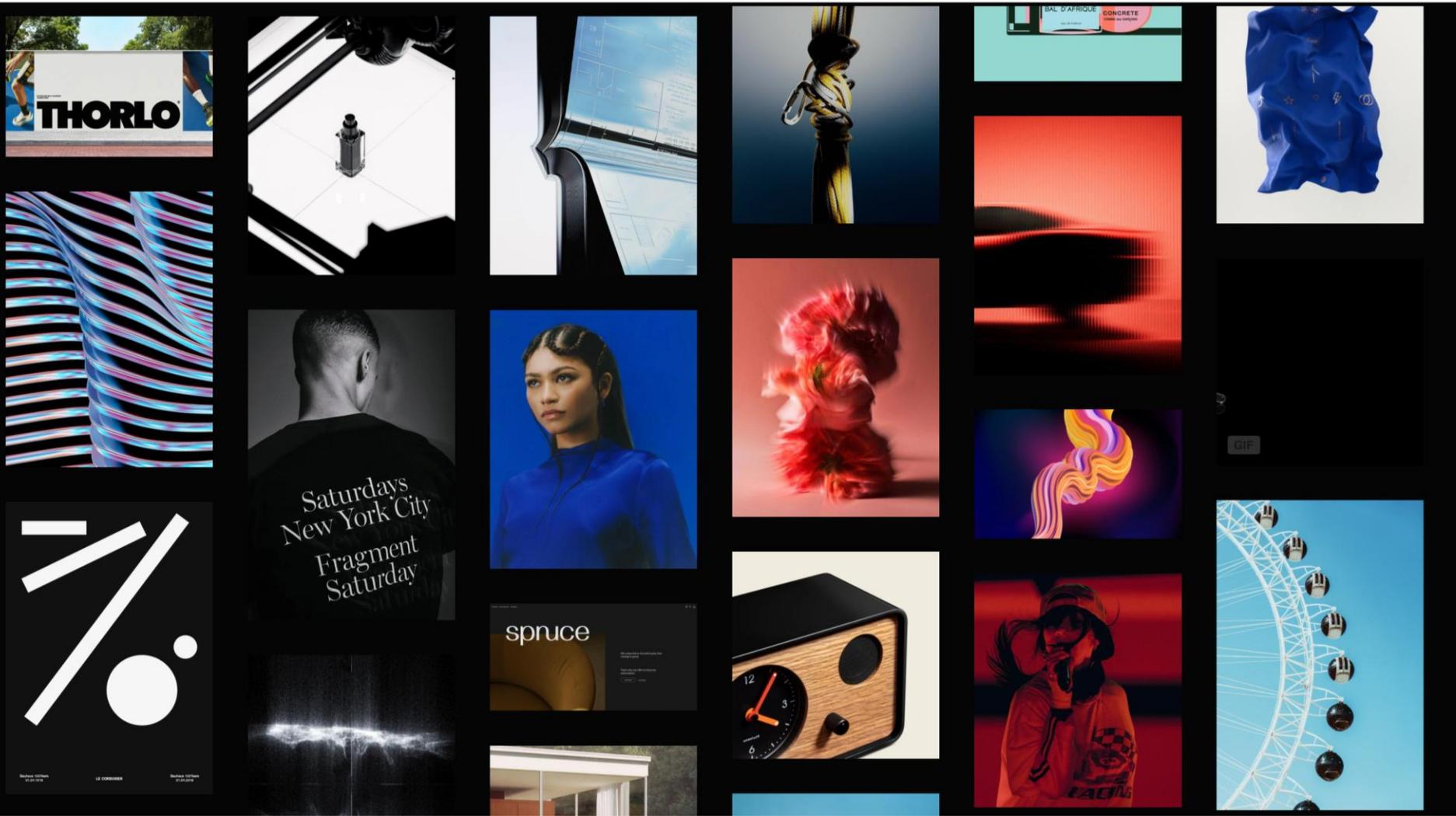
SQUARESPACE
Create your website today.



33 notificaciones nuevas (La asistencia de enfoque está en)

<https://unsplash.com/es>

Super recomendado para fotos de personas especialmente
(mi segundo recurso favorito)



<https://savee.it/>
imágenes altísima calidad y diseño
Excelentes imagenes abstractas.

Soluciones de Inteligencia Artificial
que pueden ahorrarnos (mucho) tiempo



proceso de investigación

Interacción con papers

The screenshot shows the Heuristica website homepage. At the top left is the Heuristica logo. The navigation menu includes 'Features', 'Pricing', 'Concept Maps', 'Changelog', 'Login', and 'Sign Up'. The main headline reads 'LEARNING & RESEARCH MADE SIMPLER WITH AI'. Below this, it says 'AI-powered mind maps and concept maps for visual learning, thinking and research.' A 'Sign Up' button is prominent, with the text 'Sign up for free and join over 40k+ learners.' Below the main text are logos for several partner institutions: Université Laval, Michigan State University, Universidad Nacional de Colombia, HM, University of Colorado Boulder, and Technische Universität Dresden. At the bottom, there is a preview of the Heuristica interface showing a concept map for 'Quantum computing' with a 'What' section containing text about quantum computing.

The screenshot shows the OpenRead website homepage. At the top left is the OpenRead logo. The navigation menu includes 'Trending' and 'More'. There are 'Sign up' and 'Sign in' buttons at the top right. The main headline reads 'Paper, has never been so powerful'. Below this, there are 'AI Search' and 'Upload' buttons. A search bar contains the text 'Powered by over 300 million papers' and has 'Enter' and 'Go!' buttons. Below the search bar is a link that says 'Try new Oat with web ...'. At the bottom, it says 'Trusted and loved by users from' followed by logos for Danmarks Tekniske Universitet, The University of Edinburgh, ESSEC Business School, EPFL, and ETH zürich.

proceso de investigación

Interacción con papers

The screenshot shows the Explainpaper website. At the top left is the Explainpaper logo. To the right are links for 'Pricing', 'Sign Up', and 'Get Started', along with a Twitter icon. The main heading reads 'The Fastest Way to Read Research Papers'. Below this is a sub-headline: 'Upload a paper, highlight confusing text, get an explanation. We make research papers easy to read.' A 'Start for free' button is centered below the text. At the bottom, a browser window displays the Explainpaper interface with a research paper snippet and an 'EXPLANATION' box. The explanation text reads: 'We wanted to see if a certain protein, APOBEC3, was enough to cause tumors, so we used a chemical called N-butyl-N-(4-hydroxybutyl)nitrosamine (BBN) to start the process. We then compared the survival rates of mice with and without the protein. We found that the mice with the protein had a much higher rate of developing bladder cancer and a shorter survival rate than the mice without the protein. We also included a group of mice that were exposed to BBN but did not have the protein as a control.'

The screenshot shows the PaperBrain website. At the top left is the PaperBrain logo. To the right are links for 'Pricing' and 'Blog', and a 'Sign In' button. The main heading reads 'Scientific Literature, Simplified for You.' Below this is a sub-headline: 'Gateway to research with smart searches, audio podcasts from papers, easy uploads, and interactive chats.' The background of the page features a dark, blurred image of a person reading a book in a library.

Soluciones de Inteligencia Artificial

adaptación de estilo

alternativas a Chat GTP

The Gemini logo is centered on a light blue gradient background. The word "Gemini" is written in a sans-serif font, with the "G" in a reddish-pink color and the remaining letters in blue. A small blue four-pointed star is positioned above the dot of the "i".The Claude logo is centered on a light beige gradient background. It features an orange sunburst icon to the left of the word "Claude", which is written in a large, black, serif font.

BY ANTHROPIC

Soluciones de Inteligencia Artificial

diseño & desarrollo de la presentación



Microsoft Copilot



Microsoft Designer

A new medium for presenting ideas.

Powered by AI.

Beautiful presentations, documents, and websites.

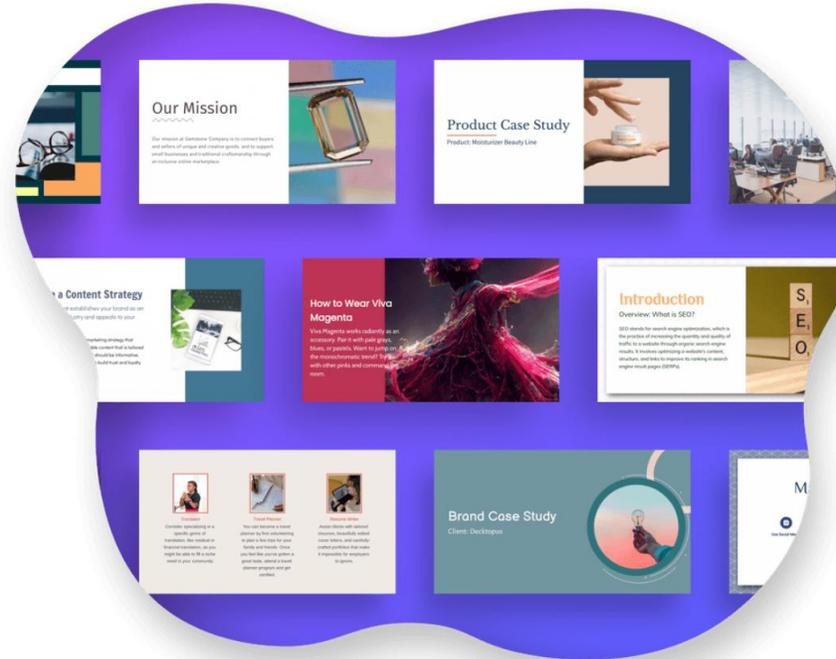
No design or coding skills required.

[Sign up for free](#)



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Alt + A All

Pitch Deck

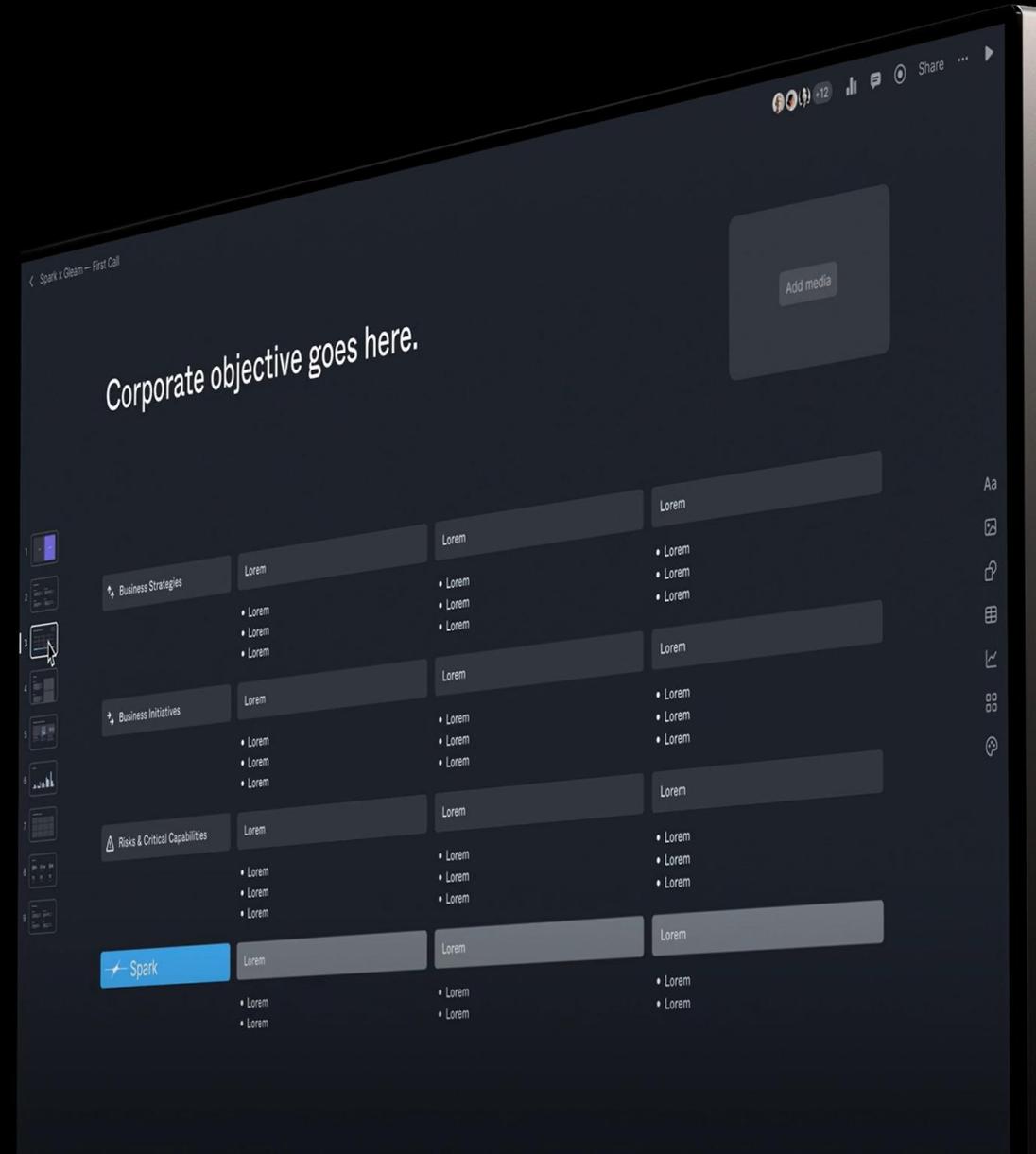


Patient Case Study
Memorial Hospital



Make deals, not decks.

Tome is the leading AI-native research and presentation platform for sales and marketing teams.

[Get started](#)[Contact sales](#)

+ New Chat Ctrl+I

Tools

- AI Reader
- AI Presentation
- AI Writing
- More

Assets

- Files
- Chat History

Standard Model GPT-4o
0/0 daily 0/0 daily

AI Presentation AI Reader
0/0 ongoing decks 0/0 files daily

More

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Presentation from User and Internet Content with AI

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You can specify the title of presentation or provide enhancing requirement.

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Pages: 15 Word Amount: Regular Audience: General Slides Form: General Image Source: Basic Search

Templates

PopAi: Revolutionizing Q&A and PDF Summaries with AI
Presenter: PopAi AI Creation

Business Plan Pitch Deck
PopAi: Revolutionizing Q&A and PDF Su...

Decoding Q1 Revenue: A Sales Analysis
Learn how to breakdown and decipher earnings reports and sales analysis using business acumen skills.

Data Analysis Report
Decoding Q1 Revenue: A Sales Analysis

Uncovering the Essentials of Physics
A Comprehensive Guide to Understanding the Fundamentals of Physics

Lesson Material Slides
Uncovering the Essentials of Physics

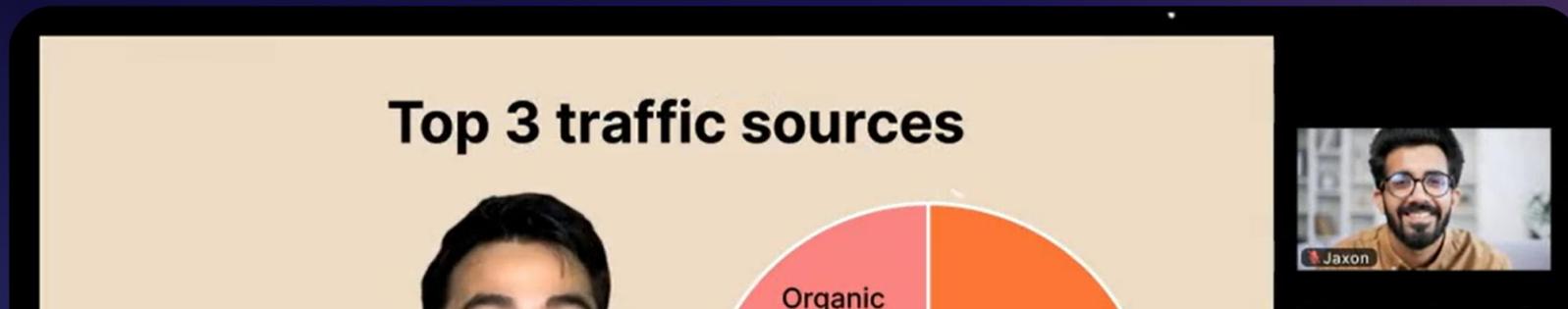
Analyzing the Growth of ZOOM in COVID era
A Comprehensive Analysis of Zoom's Growth During the Pandemic

Unveiling the Missions of HelpCare Foundation
A Presentation in [TARGETLANGUAGE]

Impress whenever the camera is on

Your best ideas deserve to be seen and heard. Put yourself onscreen with your ideas and bring more of you to every video meeting.

WORKS WHEREVER YOU MEET



actitud

seguridad · confianza · serenidad · aplomo

coraje

atreveros a hacer algo diferente

The background of the slide is a microscopic image of plant cells, showing a honeycomb-like structure of hexagonal cells. Each cell contains numerous small, green, circular chloroplasts, giving the overall appearance a vibrant green, textured look.

HERRAMIENTAS DE COMUNICACION

para el desarrollo de carrera investigadora.

Graphics & data information

<https://www.nytimes.com/interactive/2015/02/23/business/economy/the-changing-nature-of-middle-class-jobs.html>

<https://www.tableau.com/why-tableau/what-is-tableau#video>

<https://flourish.studio/>

https://www.luzmo.com/product/embedded-analytics?utm_term=data%20visualisation&utm_campaign=EU_lp_visualization_HI_Rest&utm_source=google&utm_medium=cpc&hsa

<https://venngage.com/>

<https://flowimmersive.com/>

<https://www.rawgraphs.io/>

Ejemplos Information design in science

<https://shorthand.com/the-craft/an-introduction-to-digital-storytelling-platforms/index.html>

<https://www.imperial.ac.uk/stories/mission-to-the-sun/>

<https://stories.uq.edu.au/research/impact/2020/out-of-africa/>

Research assistance:

<https://www.heuristi.ca/>

<https://www.openread.academy/>

<https://www.explainpaper.com/>

<https://www.paperbrain.org/>

<https://typeset.io/>

https://www.humata.ai/?gad_source=1&gclid=Cj0KCQiAoa5BhCNARIsADVLzZcgNr8KDP2fW7q2RVE1GecqY33RHkDaYeXJ8frmu_vTjVTCNKg-MS0aAnUPEALw_wcB

Graphical sources:

<https://sciencephotogallery.com/collections/biology>

<https://www.sciencephoto.com/set/3481/light-micrograph>

<https://www.nature.com/immersive/d41586-023-03872-z/index.html>

<https://www.nature.com/nature/collections>

<https://mindthegraph.com/es/>

<https://savee.it/>