

KNOWLEDGE IS POWER

โดย: ภก.ธีระ ฉกาจโรดม
 นายกเภสัชกรรมสมาคมแห่งประเทศไทยในพระบรมราชูปถัมภ์
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 ณ โรงแรมเอเชีย กรุงเทพฯ
 จัดโดย :
 สมาคมนิสิตเก่า คณะเภสัชศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย

TEERA CHAKAJARODOM

KNOWLEDGE IS POWER

**การสื่อสารและการปฏิสัมพันธ์สู่ความสำเร็จ
 และความพอใจของผู้รับบริการ**

การประชุมวิชาการประจำปี 2550 ครั้งที่ 2
 สมาคมนิสิตเก่าคณะเภสัชศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย
 ณ ห้องกันเพชร โรงแรมเอเชีย
 25 พฤษภาคม 2550

ภก.ธีระ ฉกาจโรดม

TEERA CHAKAJARODOM

KNOWLEDGE IS POWER

**The Art of Talking to
 Anyone**

Rosalie Maggio

TEERA CHAKAJARODOM

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**How to Succeed in Any Conversation :
 From Start to Finish**

"Nothing is more essential to
 success in any area of your
 life than the ability to
 communicate well"

PAUL W. SWETS

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**How to Succeed in Any Conversation :
 From Start to Finish**

"Good manners—the longer I
 live the more convinced I am of
 it—are a priceless insurance
 against failure and loneliness.
 and anyone can have them"

ELSA MAXWELL

TEERA CHAKAJARODOM

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**How to Succeed in Any Conversation :
 From Start to Finish**

"Top people smile more
 frequently than people on
 any other rung of the
 career ladder—and not
 just because they make
 more money"

D.A. BENTON

TEERA CHAKAJARODOM

**How to Succeed in Any Conversation :
From Start to Finish**

"All power is based on perception. If you think you're got it, then you're got it. If you think you don't have it, even if you have it, then you don't have it"

HERB COHEN




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How to Be Universally Liked

"Leaders value other people's worth and opinions and take the time to let them know they are important. It doesn't take very much time to pay someone a compliment. The average is six seconds."

*CONNIE PODESTA and
JEAN GATZ*




TEERA CHAKAJNARODOM

How to Be Universally Liked

"A gossip is one who talks to you about others; a bore is one who talks to you about himself; and a brilliant conversationalist is one who talks to you about yourself."

LISA KIRK




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How to Be Universally Liked

"Every body likes a compliment"

ABRAHAM LINCOLN

"A compliment is a gift, not to be thrown away carelessly unless you want to hurt the giver"

ELEANOR HAMILTON




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How to Listen Successfully

"Research has consistently demonstrated that ineffective listening habits present the most barriers to success relationships and careers"

*LARRY BAKER and
KITIE WATSON*




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How to Listen Successfully

"If you want to be listened to, you should put in time listening"

MARGE PIERCY




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How to Listen Successfully

"A good listener is not only popular everywhere, but after a while he knows something."



WILSON MIZNER



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How to Listen Successfully

"Isn't it boring...how people always want to tell you their own stories instead of listening to yours I suppose that's why psychiatrists are better than friends; the paid listener doesn't interrupt with his own experiences "



HELEN VAN SLYKE



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How to Keep a Conversation Going—or Stop One

"Good listeners are perceived as good conversationalists."



SUSAN ROANE



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How to Keep a Conversation Going—or Stop One

"Make sure you have finished speaking before your audience has finished listening."



DOROTHY SAMOFF



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How to Ask and Answer Questions

"When you know how to ask the right questions, you can talk to anyone about anything"



DOROTHY LEEDS



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How to Ask and Answer Questions

- **Bad Questions**
Are judgmental or aggressive
 - "Are you one of those environmentalists?"
 - "Didn't you realize it was a mistake?"




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How to Ask and Answer Questions

- **Good Questions**
Move the conversation along
- “Can you give me an example?”
- “what kind of side effects are there?”




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How to Ask and Answer Questions

“She was the kind of woman who liked to ask questions to which she already knew the answers. It gave her a sense of security.”



MARGARET MILLAR



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How to Ask and Answer Questions

“It has always puzzled me, in my business, that people think they have to answer questions, no matter how disagreeable or dangerous, just because they were asked. Of course, we journalists would be out of business if they didn't”



JUDITH MARTIN



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How and When to tell Jokes

“Jokes have a tendency to be used when people are desperate for something to say. They stop conversation, not encourage it”



ANNE BABER and
LYNNE WAYMON



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How to Ask and Answer Questions

- **Ask yourself why you want to tell a joke**
- You feel that you should say *something* and you can't think of anything else.
- There's an awkward pause, and no one else seems prepared to fill it.
- You're tired of So-and-So being the center of attention.
- You feel it's about your turn to have the floor.
- It fits in perfectly with what the last person said, and spins the conversation in a new direction.



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How to Deal With Conversational Predicaments

“If you've made a social blunder, confess and apologize, hoping for graciousness, and then shut up. Don't spend the rest of the night describing what you did, trying to wear out the guilt of it by public contrition”



BARBARA WALTERS



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How to Deal With Conversational Predicaments

"One of the basic causes for all the trouble in the world today is that people talk too much and think too little"

MARGARET CHASE SMITH




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How to Deal With Conversational Predicaments

"An apology is the superglue of life. It can repair just about anything."

LYNN JOHNSTON




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How to Be an Unpopular Conversationist

"The real art of conversation is not only to say the right thing in the right place, but far more difficult still, to leave unsaid the wrong thing at the tempting moment."

DOROTHY NEVILL




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How to Be an Unpopular Conversationist

"Half the world is composed of people who have something to say and can't, and the other half who have nothing to say and keep on saying it."

ROBERT FROST




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How to Be an Unpopular Conversationist

"It's awfully important to know what is and what is not your business."

GERTRUDE STEIN




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Talking With Anyone in the Workplace

"We can assume that about half of the talking most of us do is in the course of our jobs. Time is money—don't waste time of business people you're talking to."

LARRY KING




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Talking With Anyone at Meetings and Conferences

"The length of a meeting rises with the number of people present and the productiveness of a meeting falls with the square of the number of people present."

EILEEN SHANAHAN




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Talking With Anyone at Meetings and Conferences

"I learned that in dealing with things, you spent much time and energy in dealing with people than in dealing with things."

BUWEI YANG CHAO




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Talking With Anyone at Meetings and Conferences

"If you can't add to the discussion, don't subtract by talking"

LOUIS WYSE




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Talking With Anyone at Business-Social Events

"The mark of good conversation is that every member of the company takes part in it, and that all discuss the same theme."

JOHN ERKSINE




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Talking With Anyone at Business-Social Events

"Politics and religion are dangerous subjects, for they may cause ill feeling even in the most cultivated company. Illness, death, and disaster are unpleasant, and consequently should be avoided."

LILLIAN EICHLER




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Talking With Anyone at Social Events

"There are two kinds of people in this life: Those who walk into a room and say, 'Well, here I am!' And those who walk in and say, 'Ahh, there you are.'"

LEIL LOWNDES




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Talking With Anyone at Social Events

"Conversation was a kind of little flashlight, with which you explored caves you had never been in before. You never could guess, when you started, what you would find."



MARGARET LEE RUNBECK



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Talking With Anyone at Social Events

"Strangers...are just your friends that you don't know yet."



MARGARET LEE RUNBECK



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Talking With Anyone at Social Events

"The person talking to you never looks directly you, but rather around the room, searching for the answer to the universal cocktail party question, 'Who's here tonight?'"



LETTIA BALDRIGE



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Talking With Anyone in Public Places

"Remember that the people you are talking to are a hundred times more interested in themselves and their wants and problems than they are in you and your problems."



DALE CARNEGIE



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Talking With Anyone in Public Places

"Never, never ask an author what he is going to write next, a painter what subject he is going to depict next. They much prefer talking about their past achievements."



LILLIAN EICHLER



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Talking With Anyone in Public Places

"Don't talk about diseases, hospitals, ailments, operations. Above all, don't talk about your own symptoms."



LILLIAN EICHLER



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Talking With Anyone in Times of Trouble

"Those who are unhappy have no need for anything in this world but people capable of giving them their attention."

SIMONE WEIL





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Talking With Anyone in Times of Trouble

"Nothing can get people to take on and solve their own problems faster than a good question."

DOROTHY LEEDS





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Talking With Anyone in Times of Trouble

"Someone to tell it to is one of the fundamental needs of human beings."

MILES FRANKLIN





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Talking With Family and Friends

"We shared everything all our lives, the important ones and the trivial ones, and it's the trivial ones that build ties between people."

RAE FOLEY





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THANK YOU




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