**WIIFM (What’s In It For Me)**

Below is a list of WIIFM gathered from students perspectives for Communications and Stakeholder Engagement course:

* Communication skills in professional presentation: We can employ the right use of body language, skills to engage the audience, using the 7 Cs of communication to deliver professional presentations effectively.
* Stakeholder Engagement: Using the different stakeholder analysis tools in our professional endeavors, we can effectively identify and understand stakeholders, their motivations, and best approaches to engage them and by extension build solid relationships based on mutual trust and respect.
* Personal and professional Growth: Effective communication isn’t just about talking to others, it is also about active listening, Empathy and understanding different perspectives which would impact both our personal and professional lives.
* Social interactions and feedback: By effectively engaging in social interactions, we can identify and understand our strengths and weaknesses as well as social cues.
* Improve job prospects and boost self-confidence: By employing effective communication skills and strategies, we build self-confidence and improve our performance in a wide range of career opportunities.

 **The benefits of WIIFM in study goals**

* Smart Goals- The "WIIFM" element is embedded in the "Relevant" part of the goal. It highlights the personal benefits, such as understanding my course better, boosting confidence, and improving college prospects, which can motivate us to work toward our goal.
* Communication Skills- WIIFM principle into our communication skills, WE can become a more effective communicator because we're better at understanding and addressing the needs, motivations, and interests of the people we're communicating with. This leads to clearer, more persuasive, and more engaging communication.
* Problem Solving- WIIFM approach encourages us to focus on the personal or collective benefits of solving a problem, which can drive motivation, generate creative solutions, and facilitate effective communication and collaboration. It helps ensure that the solutions you pursue are aligned with the interests and motivations of those involved, increasing the likelihood of successful problem resolution.
* Effective Listening Skills- This approach can lead to more engaged and empathetic listening, better-tailored responses, improved conflict resolution, and stronger relationships. Ultimately, it enhances your ability to understand and connect with others, making you a more effective and influential communicator.
* Team Trust Building- The WIIFM principle helps team members see how their individual interests and contributions are integral to the team's success. This alignment of interests, along with transparent communication, empathy, and recognition, contributes to a positive team dynamic, where trust is nurtured and strengthened over time. Ultimately, trust is a cornerstone of effective teamwork, and WIIFM can help create a trusting and cohesive team environment.
* Critical Thinking- The WIIFM principle can act as a motivator and guide in critical thinking by helping individuals focus on what matters most to them. It encourages a more purposeful and effective approach to analyzing information, solving problems, making decisions, and communicating ideas. By connecting critical thinking to personal interests and goals, individuals are more likely to engage in it consistently and thoughtfully.