Communication skills determine how the world perceives us and how we perceive the world. Communication is at the heart of who we are and all that we do. As a clinician and as a scientist, your communication may impact how you take care of patients, work with colleagues, teach trainees, and engage audiences and the public. Physician communication is after all human-to-human communication; establishing a bond and listening are just two of the essential elements in building trust and understanding the foundations of communication. Today there is much we need to learn when it comes to facilitating the exchange of information, providing psychosocial support, shared-decision making, translating complex information, resolving controversies with sound science, and the myriad of goals we have as physician communicators with patients, peers and the public. More and more we find ourselves communicating with family members, caregivers, students and residents, colleagues, patient advocates, researchers, insurance agencies, bosses, board members, the public and maybe even at times journalists in the media. What we are communicating, where we are communicating, and with whom is continually changing and expanding and with ever more electronic technologies from electronic medical records, emails and texting to online forums, video conferencing and other high-tech media presentations and interactions. All of this makes how we understand the fundamentals of communication and ultimately communicate whether face to face, with digital media or while public speaking or in the media, even more important and relevant to our success.