Syllabus

Course Overview

Course Structure

- **Theme 1: Productivity.** Productivity is how effective you are in the time you use to accomplish tasks. In this course, you'll develop digital organizational and time management strategies to increase productivity.
- **Theme 2: Digital Proficiency.** Digital proficiency is the ability to use technology successfully. In this course, we look at how you can use your digital proficiency to reach your personal and professional goals.
- **Theme 3: Self- and Social Awareness.** Self- and social awareness is understanding yourself and how you relate to others. In this course, you'll see how you can modify your communication to any situation or audience.
- **Theme 4: Communication.** Communication is your ability to exchange information. In this course, you'll learn how to connect to the world around you by speaking, listening, and writing.

Assignments

- **Week 3:** Listen and professionally respond to a work-related voicemail – 20% of grade. ***Scoring Guide***.
- **Week 5:** Write an email to a customer using appropriate tone, language, and structure – 20% of grade. ***Scoring Guide***.
- **Week 7:** Use time management, digital tools, and written communication to solve a customer issue – 20% of grade. ***Scoring Guide***.
- **Week 9:** Use an appropriate channel and digital tool to communicate a change – 20% of grade. ***Scoring Guide***.

Discussions

Participation in discussions will count for 20% of your final grade.

- **Week 1:** Introduce yourself and share your strengths and weaknesses as a communicator.
- **Week 2:** Share how you would respond with listening skills to a workplace scenario.
- **Week 4:** Discuss how you would respond to a not-so-professional email in a professional way.
- **Week 6:** Explore how to use technology to improve group communication and collaboration.
- **Week 8:** Share how you can use communication to overcome obstacles at work.
- **Week 10:** Reflect on the four primary skills you have developed throughout the course.

Essential Undergraduate Learning Outcomes

All general education courses reflect our Essential Undergraduate Learning Outcomes (EULOS). Review the Essential Undergraduate Learning Outcomes interactive media piece to learn more about these learning outcomes. COM1200 supports these outcomes: Communication, Critical Thinking, and Creative Thinking.

General Education Information Research Skills Library Guide

A Capella University library guide has been created for your use in general education courses. The General Education Information Research Skills Library Guide contains tips on how to use the Capella University Library to find resources for your courses. You are encouraged to refer to the resources in this library guide to direct your research in this course.

Course Competencies   **(Read Only)**

To successfully complete this course, you will be expected to:

1   Interpret a speaker's message to develop an appropriate response.

2   Develop professional written communications in a well-organized text, incorporating appropriate evidence and tone in grammatically sound sentences.

3   Use appropriate technology solutions to effectively communicate time-related tasks.

Course Prerequisites

There are no prerequisites for this course.

Required

The materials listed below are required to complete the learning activities in this course.

Integrated Materials

Many of your required books are available via the VitalSource Bookshelf link in the courseroom, located in your Course Tools. Registered learners in a Resource Kit program can access these materials using the courseroom link on the Friday before the course start date. Some materials are available only in hard-copy format or by using an access code. For these materials, you will receive an email with further instructions for access. Visit the Course Materials page on Campus for more information.

Book

Thill, J. V., & Bovée, C. L. (2020). *Excellence in business communication* (13th ed.). Hoboken, NJ: Pearson. ISBN: 9780135202265

Library

The following required readings are provided in the Capella University Library or linked directly in this course. To find specific readings by journal or book title, use Journal and Book Locator. Refer to the Journal and Book Locator library guide to learn how to use this tool.

- Coffelt, T. A., Grauman, D., & Smith, F. L. M. (2019). Employers' perspectives on workplace communication skills: The meaning of communication skills. *Business and Professional Communication Quarterly*, *82*(4), 418–439.
- Conscious Business Institute (Producer). (2015). *Active listening: Why you need to listen before you speak* [Video]. Films on Demand.
- Ganguly, S. (2017). Understanding nonverbal cues: A key to success in interviews. *IUP Journal of Soft Skills*, *11*(2), 62–72.
- Greavu, A. (2019). An overview of business writing: Challenges and solutions. *Studies in Business and Economics*, *14*(1), 60–71.
- Haesevoets, T., De Cremer, D., De Schutter, L., McGuire, J., Yang, Y., Jian, X., & Van Hiel, A. (2019, June). Transparency and control in email communication: The more the supervisor is put in cc the less trust is felt. *Journal of Business Ethics,* 1–21.
- Rimmer, A. (2019, September). How do I improve my time management skills? *BMJ: British Medical Journal*, *366*, 1–2.

- Saiewitz, A., & Kida, T. (2017). The effects of an auditor's communication mode and professional tone on client responses to audit inquiries. *Accounting, Organizations and Society*, *65*(2018), 33–43.
- Sarwar, B., Zulfiqar, S., Aziz, S., & Ejaz Chandia, K. (2019). Usage of social media tools for collaborative learning: The effect on learning success with the moderating role of cyberbullying. *Journal of Educational Computing Research*, *57*(1), 246–279.
- Savu, I. (2019). Amplifying performance in virtual teams optimizing communication strategies. *Research and Science Today* [Supplement 1], 112–122.
- Shapiro, R. G. (2019). Defuse workplace conflict. *Phi Kappa Phi Forum*, *99*(2), 14.
- Spataro, S. E., & Bloch, J. (2018). "Can you repeat that?" Teaching active listening in management education. *Journal of Management Education*, *42*(2), 168–198.
- Video Arts (Producer). (2014). *Body language and assertiveness: Workplace essentials* [Video]. Films on Demand.
- Video Arts (Producer). (2014). *Communicating in writing: Workplace essentials* [Video]. Films on Demand.
- Video Arts (Producer). (2014). *Presentation skills: Workplace essentials* [Video]. Films on Demand.
- Wajcman, J. (2019). The digital architecture of time management. *Science, Technology, and Human Values*, *44*(2), 315–337.
- Weldy, T. G. (2017). Facilitating process and practice for improving business writing skills. *American Journal of Management*, *17*(5), 60–66.

External Resource

Please note that URLs change frequently. While the URLs were current when this course was designed, some may no longer be valid. If you cannot access a specific link, contact your instructor for an alternative URL. Permissions for the following links have been either granted or deemed appropriate for educational use at the time of course publication.

- Bika, N. (n.d.). Fourteen collaboration tools for productive teams. Retrieved from https://resources.workable.com/tutorial/collaboration-tools
- Cherry, K. (2019). Ten cognitive biases that distort your thinking. Retrieved from https://www.verywellmind.com/cognitive-biases-distort-thinking-2794763
- Connelly, M. (n.d.). Self awareness. Retrieved from https://www.change-management-coach.com/self-awareness.html
- Connelly, M. (n.d.). Social awareness. Retrieved from https://www.change-management-coach.com/social-awareness.html
- Google Drive. (n.d.). Retrieved from https://drive.google.com
- Lucas, S. (2019). How to use empathy to improve your workplace. Retrieved from https://www.thebalancecareers.com/using-empathy-to-improve-your-workplace-4157504
- Slack. (n.d.). Retrieved from https://slack.com/
- Zoom. (n.d.). Retrieved from https://zoom.us/

Suggested

The following materials are recommended to provide you with a better understanding of the topics in this course. These materials are not required to complete the course, but they are aligned to course activities and assessments and are highly recommended for your use.

Optional

The following optional materials are offered to provide you with a better understanding of the topics in this course. These materials are not required to complete the course.

Unit 1 ❯❯ Communication Counts

Introduction

> Tameka Walter has always been a hard worker, and she proves this every day at her warehouse manager job at a local shipping and distribution company. With a team of 10 drivers, forklift operators, and shoppers, Tameka is constantly on the phone or her computer communicating important information to multiple people.

Welcome to COM1200! In this course, you'll learn skills you can use to become a strong communicator in your personal and professional life. Strong communicators can easily share ideas, collaborate, give and receive feedback, address obstacles, resolve conflict, and accomplish essential tasks. That's why this course is so important.

Every day you use communication to share your ideas with the world around you. You chat with strangers at the supermarket, text your friends about dinner plans, and engage with your classmates and coworkers. Your communication helps you form connections, build relationships, and get things done. And, the better you are at communicating your ideas, the more successful you'll be at home, school, and work.

Over the next 10 weeks, you'll practice four essential employability skills that will help you become a master communicator. They are:

- **Productivity** to organize your communication in the best way possible.
- **Digital proficiency** to use digital tools to improve your communication no matter what career you pursue.
- **Self- and social awareness** to understand yourself and how you relate to others so you can modify your communication to any situation or audience.
- **Communication** to connect to the world around you by speaking, listening, and writing.

Together, these four skills will help you deliver information, articulate ideas, effectively listen, and connect to audiences in different settings so you can achieve your career goals.

To-Do List:

- **Discussion:** Introduce yourself and share your strengths and weaknesses as a communicator.
- **Interactive Learning Module:** Get a sneak peek into the four skills you can use to become a communication champion.
- **What You Need to Know:** Begin to learn about communicating at work and the 6Ws.

Learning Activities

u01s1 - Activity Overview

Discussion Overview

Introduce yourself to your classmates and share your thoughts on what makes you unique, how others perceive you, and your strengths and weaknesses as a communicator.

u01s2 - What You Need to Know

Communicating at Work

As you begin the course, it's important to understand why communication is such a critical factor for success in the workplace. The following segments from your *Excellence in Business Communication* book will begin to examine how the changing nature of employment is making effective communication even more essential than ever.

- "Understanding Why Communication Matters," pages 3–5, examines how communication is important for your career and for the company you work for and outlines what makes business communication effective and ineffective.
- "Communicating as a Professional," pages 6–8, reviews the communication needs of employers and peers in an organizational context.
- "The Conventional Model," page 9, and "The Social Communication Model," page 14, examine the similarities and differences between the most common communication models.

The following article highlights the skills of good communicators, according to a study among managers:

- Coffelt, T. A., Grauman, D., & Smith, F. L. M. (2019). Employers' perspectives on workplace communication skills: The meaning of communication skills. *Business and Professional Communication Quarterly*, *82*(4), 418–439.

The following article provides helpful communication tips to help you handle workplace conflict:

- Shapiro, R. G. (2019). Defuse workplace conflict. *Phi Kappa Phi Forum*, *99*(2), 14.

The 6Ws of Communication

As you progress through the course, keep the 6Ws in mind to help you always gather the information you need to communicate the whole story.

1. **Who:** Who is the person (or the people) acting or experiencing things in the message?
2. **What:** What happened, is happening, or will happen? What is the main event of the message?
3. **When:** When is the event (or events) of the message occurring, or has it already occurred?
4. **Where:** Where did (or will) all the actions take place?
5. **Why:** Why is the speaker telling you this message? What is the reason behind this communication?
6. **How:** How are things getting done in the message? What are the details and steps involved?

u01v1 - Interactive Learning Module: Capella Stories: Communication Counts

Communication is more than just our connection to the world around us. It's a marker for success in our personal and professional lives. In this week's Capella Stories, you'll get a sneak peek into the four skills you can use to become a communication champion. You'll also meet experts who are already using these skills to reach their career goals.

Course Resources

Capella Stories: Communication Counts | Transcript

u01d1 - Write Your Discussion Post

Communication is an important part of life because it helps you share your thoughts and ideas with the world. The discussions throughout this course are an opportunity to practice just that.

Describe yourself to your classmates by answering the following questions.

• What's one thing that you think makes you unique?
• How do you think others perceive you, and why?
• What are your strengths and weaknesses as a communicator?

Response Guidelines

Read the Discussion Participation Scoring Guide to learn how your instructor will evaluate your discussion participation throughout this course. Respond to at least one other learner, noting any similarities or differences.

Course Resources

Undergraduate Discussion Participation Scoring Guide

Unit 2 ≫ Listen Up

Introduction

5:30 a.m. at the warehouse is a noisy time. Rushing to get orders out on delivery trucks, workers yell to one another over the beeps of forklifts reversing and dock doors opening and closing. At their daily team meeting, Tameka delivers important information about upcoming shipments, but her team is distracted by the noise. Although she's talking, no one seems to be listening.

Do you consider yourself a good listener? Most people think they are, but the average person only remembers 25 percent of what they hear. That's a lot of missed communication.

Unless we take the time to listen to and understand those we encounter, we can't be sure we're receiving the right message. That's why active listening is so important. When we actively listen to someone, we give them our full attention. We put aside distractions and avoid judgment so we can analyze their message and respond appropriately.

This week, you'll practice the art of listening by learning how actively listening to what others are saying can improve your communication and help you reach your goals. You'll also discover how you can use active listening to develop your self- and social awareness. You'll learn that active listening isn't about staying silent the whole time someone talks; it's about listening for the information you need, watching for clues through body language, demonstrating empathy, avoiding judgment and bias, and asking the right questions so you can communicate your best in your personal and professional life.

To-Do List:

- **Discussion:** React to a workplace scenario and reflect on your listening skills.
- **What You Need to Know:** Learn how bias and judgement affect our ability to communicate effectively.
- **Interactive Learning Module:** Learn how active listening can help you communicate successfully in the workplace.
- **Prepare:** Start next week's assignment.

Learning Activities

u02s1 - Activity Overview

Discussion Overview

React to a workplace scenario and reflect on your listening skills.

u02s2 - What You Need to Know

Active Listening

Active listening—that is, listening to understand and respond appropriately—is at the heart of communication. The following pages from your *Excellence in Business Communication* book examine why listening is a much more complex process than we often imagine and provide helpful tips on how to become a better listener:

- "Improving Your Listening Skills," pages 37–39.

Watch the following video to hear about how staying in "listening mode" allows you to understand the needs and emotions of the person speaking to you:

- Conscious Business Institute (Producer). (2015). *Active listening: Why you need to listen before you speak* [Video]. Films on Demand.

The following article details methods to engage in active listening in face-to-face, online, and hybrid environments:

- Spataro, S. E., & Bloch, J. (2018). "Can you repeat that?" Teaching active listening in management education. *Journal of Management Education*, *42*(2), 168–198.

Nonverbal Communication

As you likely already know, not all communication is spoken. Read about the six types of nonverbal signals and what they "say" to others in your *Excellence in Business Communication* book:

- "Improving Your Nonverbal Communication Skills," pages 43–44.

Nonverbal Communication is not only a part of communicating effectively on the job but also about *getting* the job. Read the following to learn how interviewers assess nonverbal signals of their interviewees. Pay particular attention to the Understanding Nonverbal Cues section.

- Ganguly, S. (2017). Understanding nonverbal cues: A key to success in interviews. *IUP Journal of Soft Skills*, *11*(2), 62–72.

Self- and Social Awareness + Empathy

An essential part of communication is understanding the needs of and being able to respond to appropriately to others. To do so, you must understand yourself as a communicator and how your communication style affects others. Understanding yourself and how you relate to the world around you—or yourself and social awareness—can help you reflect on your communication strengths and weaknesses. Read the following to learn more and for methods to help build these essential skills:

- Connelly, M. (n.d.). Self awareness. Retrieved from https://www.change-management-coach.com/self-awareness.html
- Connelly, M. (n.d.). Social awareness. Retrieved from https://www.change-management-coach.com/social-awareness.html

After you read the above articles, you'll understand how showing empathy, or the ability to understand the feelings of someone else, is a sign of strong self- and social awareness. Read the following to learn about how using empathy can make you a highly desired employee:

- Lucas, S. (2019). How to use empathy to improve your workplace. Retrieved from https://www.thebalancecareers.com/using-empathy-to-improve-your-workplace-4157504

Bias and Judgement

Who we are and the experiences we have shape the biases and judgments we have, and these inevitably come out in our communication. Read the following to reflect on what biases you may carry and how they affect your personal and professional communications and relationships:

- Cherry, K. (2019). Ten cognitive biases that distort your thinking. Retrieved from https://www.verywellmind.com/cognitive-biases-distort-thinking-2794763

Return to your *Excellence in Business Communication* text to read the following:

- "Developing Cultural Competency," page 101. This looks at what culture is and how it shapes our biases and judgments.

u02v1 - Interactive Learning Module: Capella Stories: The Power of Listening

Communication is more than just our connection to the world around us. It's a marker for success in our personal and professional life. In this week's Capella Stories, you'll learn how active listening can help you communicate successfully in the workplace. Nobody demonstrates that better than Dani Sher. By day, Dani treats patients in one of Chicago's busiest emergency rooms. By night, she entertains audiences as an improv comedian. But, she couldn't do either without practicing active listening. In this week's Capella Stories, discover how Dani uses communication techniques like active listening to perform her best in these drastically different roles.

Course Resources

Capella Stories: The Power of Listening | Transcript

u02d1 - Write Your Discussion Post

Consider this scenario: The organization you work for just announced they are terminating 20 people due to budget cuts. You find out that one of those people is your co-worker, Kathy, whom you have had lunch with every week for 10 years straight. She comes to you to share how she's feeling.

Would you be a good listener in this situation? Why or why not? Do you ever find yourself becoming distracted by listening? What could you do to practice active listening in order to respond to Kathy appropriately?

Response Guidelines

Respond to at least one other learner and share how your responses are similar or different.

Course Resources

u02s3 - Prepare: Using Kaltura

In your Week 3 assignment, Active Listening: Listening to Understand, you are required to record a one-minute audio response to a voicemail. You will use the Kaltura courseroom tool to make your recording. To prepare for this assignment:

- If you have not already done so, set up and test your microphone, using the installation instructions provided by the manufacturer.
- Practice using the microphone to ensure the audio quality is sufficient.
- Refer to Using Kaltura for directions on recording and/or uploading your recording in the courseroom.

Note: If you require the use of assistive technology or alternative communication methods to participate in this activity, please contact DisabilityServices@Capella.edu to request accommodations.

Unit 3 ≫ Think Before You Speak

 Introduction

> At her lunch break, Tameka heads into the canteen. As she sits down, she overhears a couple of team members complaining about another coworker. They say he hasn't been following required safety measures, like wearing his hard hat. Warehouses can be dangerous, and team safety is Tameka's top priority. How can Tameka ask for more information from her coworkers to make sure she understands the situation? And how can she communicate the importance of safety to her team?

Speaking up in the workplace is more than just knowing what to say. It's also knowing how to say it in any situation. When it comes to your professional life, it's important to take the time to think before you speak to practice good oral communication.

Oral communication is the way in which we communicate with each other verbally. You use oral communication when you're talking to a loved one, calling a restaurant to make dinner reservations, chatting with friends and colleagues, or even interviewing for a job. When it comes to the workplace, oral communication is absolutely essential for career success.

Last week you learned how active listening can help you decode what others say. This week you'll use that knowledge to refine how you deliver your message to others. You'll get the chance to speak up by learning the techniques to engage in effective oral communication. If you know that you tend to speak quickly, for example, you will want to make an effort to slow down your speech so others can understand you.

By thinking before you speak, you can ensure you're delivering the best message in the best way so you can keep moving toward your professional goals.

To-Do List:

- **Assignment:** Using active listening skills, record an effective response to a voicemail from your manager.
- **What You Need to Know:** Learn about formal and informal communication at work.

Learning Activities

u03s1 - Activity Overview

Assignment Overview

Use active listening skills to reply effectively to a voicemail from your manager.

Discussion Overview

Discuss a time that your message was different than your intent.

u03s2 - What You Need to Know

On a typical workday, you may communicate with a number of different people in a variety of ways. One-to-one interactions, group presentations, email, and phone are just a few of these. The resources below will help you understand how to develop these skills and provides examples of what these skills look like when undeveloped.

Formal and Informal Communication

Throughout your career, you'll engage in both formal and informal conversations, whether planned or unplanned. According to the authors of your *Excellence in Business Communication* text, "View every conversation as a potential opportunity to gain or share information, to give or accept help, to foster a beneficial relationship, or to build your personal brand" (Thill & Bovée, 2020, p. 46). To read more about how to manage different types of professional conversations, return to your text and read the following:

- "Developing Your Conversational Skills," pages 46–48.

Professional Presentations and Meetings

Presentations may also be formal or informal depending on the information you are distributing. Watch the following video to see why preparing for presentations by knowing what you want to say and how you want to say it is crucial for success:

- Video Arts (Producer). (2014). *Presentation skills: Workplace essentials* [Video]. Films on Demand.

In addition, read the following article, which shows how necessary good communication is to gain the trust and confidence of remote colleagues:

- Savu, I. (2019). Amplifying performance in virtual teams optimizing communication strategies. *Research and Science Today* [Supplement 1], 112–122.

Making Yourself Heard

You're at work, minding your own business, and your manager calls you into a meeting to share some updates on a project. What do you do?

In Quick Tips: Top Ten Things to Consider...To Make Yourself Heard [PDF] you'll discover an easy list you can use to speak up professionally in the workplace. So go ahead; print it out. Hang it over your desk. Save it on your phone. It's a handy guide you can use any time you're communicating professionally.

Reference

Thill, J. V., & Bovée, C. L. (2020). *Excellence in business communication* (13th ed.). Boston, MA: Pearson.

u03a1 - Active Listening: Listening to Understand

Overview

This assignment asks you to use what you've learned in the first three weeks of the course about actively listening and responding in the workplace. You will do this by applying active listening and oral communication strategies to reply effectively to a voicemail from your manager.

Instructions

For this assignment, you will listen to a voicemail, take notes, and record and submit a response. To successfully complete this assignment, complete the following steps:

1. Consider this scenario: On Monday morning, you check your phone and discover you have a voicemail from your manager, Sara, about a customer service issue. She is worried because one of the company's most important clients has not received their shipment. While she acknowledges it isn't your fault, she needs you to work quickly to resolve the issue. In order for you to address the problem, she's outlined some tasks that must be completed in order to fast track the solution.

2. Listen to Active Listening: Voicemail. You may want to read the transcript for additional clarity.

3. Write a summary of the voicemail, making notes of six Ws you learned about in Week 1. Save these notes. While you will not submit them in this assignment, you will refer to them in the Week 5 assignment.

- Who first experienced the problem?
- What happened?
- What is the problem?
- When did the problem occur and when was it discovered?
- Where did the problem occur?
- Why is Sara telling you this message?
- How should the problem be addressed? What are the steps involved?

In addition, consider the following:

- What nonverbal cues do you notice? Consider pauses and changes in tone of voice.
- How do you think your manager is feeling based on these nonverbal cues?
- Why do you think your manager is feeling that way?
- How important is the issue (minor, urgent, catastrophe)?

4. Now that you've heard the voicemail and have applied active listening skills to the message, apply oral communication skills to effectively respond. Record your response, and submit it for this assignment. Make sure your response:

- Describes the main points from your manager's message.
- Uses neutral language and tone appropriate for a response to your manager.
- Assesses the importance of the issue based on the manager's tone.
- Is limited to **one minute or less**.

Recording Requirements

- **Length:** 1 minute or less.
- **Format:** Use Kaltura for your recording. Refer to Week 2 for additional information about this courseroom tool.

Note: If you require the use of assistive technology or alternative communication methods to participate in this activity, please contact DisabilityServices@Capella.edu to request accommodations.

Note: Although this is an audio assignment, your instructor may use the Writing Feedback Tool when grading this assignment for additional feedback on the assignment's purpose, organization, evidence, tone, and structure.

Competencies Measured

By successfully completing this assignment, you will demonstrate your proficiency in the following course competencies and assignment criteria:

- **Competency 1: Interpret a speaker's message to develop an appropriate response.**
  - Describe the main points from the message.
  - Use neutral language and appropriate tone.
  - Assess the importance of the issue based on the manager's tone.

- **Competency 2: Develop professional written communications in a well-organized text, incorporating appropriate evidence and tone in grammatically sound sentences.**
  - Address assignment purpose in a well-organized text, incorporating appropriate evidence and tone in grammatically sound sentences.

u03d1 - Write Your Discussion Post

You have likely heard the phrase "that came out wrong." Can you think of a time when what you said was not what you meant to say? Provide an example of this, and consider how you would have used different words had you delivered your message more intentionally.

Response Guidelines

Respond to at least one other learner and share how your responses are similar or different.

Unit 4 >> Write With Purpose

Introduction

> As people get more comfortable in their jobs, it's easy to get used to any "dangers" and become more relaxed. However, Tameka wants to make sure that her team is as safe as possible. She decides on a two-part communication plan: first, she will email a reminder of the warehouse safety standards and give her team a chance to review them. Then, she plans to meet in person to take any questions. She drafts an email listing the safety rules, lets her team know about the follow-up meeting, and hits send.

You wouldn't begin a road trip without a destination in mind. The destination gives you a goal, helps you plan how to get there, and lets you know when you've arrived. The same is true for writing. Whenever you write anything, whether it's an email to your manager or a text to your best friend, you have to understand your destination. Where is your writing taking you, and what are you trying to accomplish? Are you creating a simple grocery list or outlining the reasons you should be promoted? In other words, what is your purpose?

You've already seen how communication takes many forms and how it can help you reach success in your personal and professional life. This week, we'll explore the benefits of written communication. You'll discover how to use writing to share your ideas with peers and coworkers so you can accomplish your goals and get where you want to go.

To-Do List:

- **Discussion:** Discuss how you would respond to a not-so-professional email in a professional way.
- **What You Need to Know:** Learn the first step in the writing process: planning.
- **Prepare:** Start next week's assignment.

Learning Activities

u04s1 - Activity Overview

Discussion Overview

Discuss how you could reply professionally to a not-so-professional email.

u04s2 - What You Need to Know

It's important to understand the current problems of business writing. To get a better sense of this, read the following:

- Greavu, A. (2019). An overview of business writing: Challenges and solutions. *Studies in Business and Economics*, *14*(1), 60–71.

Also, watch the following video for a humorous role-play of the issues you just read about:

- Video Arts (Producer). (2014). *Communicating in writing: Workplace essentials* [Video]. Films on Demand.

Step 1: Planning a Business Message

Now that you have a better idea of what bad business writing, it's time to discover how to write well. Writing a professional message, regardless whether it's a memo, email, or resume, benefits from a 3-step writing process. This week, you'll learn about the first step of that process. To write more effectively, use your *Excellence in Business Communication* book to read the following:

- "Planning Business Messages," pages 126–147. This part of the book examines how to gather, analyze, and organize the information you need to create an effective message.

Businesses are constantly looking for employees with tailored writing skills. Read the following to learn about another process created to help students in a business-writing course feel more confident in their skills:

- Weldy, T. G. (2017). Facilitating process and practice for improving business writing skills. *American Journal of Management*, *17*(5), 60–66.

Capella Writing Center Resources

Capella has a variety of resources on the writing process. Both Prewriting and Drafting offer additional support for planning your business message.

- Audience: Explore this link to learn why knowing what information to include, how to arrange that information, and what kind of supporting details to include are necessary for the reader to understand your writing.
- Focus: Explore this link to understand how maintaining a central focus is critical to effective writing.
- Context: Explore this link to see how context sets the scene for your writing. It informs the reader about why a document was written.

Before You Hit Send

You've got a good idea of what you want to say, and you think you're ready to send that email. But, hold up. Before you hit send at work, you'll want to check out Quick Tips: Top Ten Things to Consider...Before Hitting Send on That Email [PDF] for some useful information you can use to send the right message in the workplace! Remember to print your Quick Tips (or save them to your computer or phone), so you can access them whenever you need to write like a pro.

u04d1 - Write Your Discussion Post

Netiquette refers to the correct or acceptable way to write, send, and deliver messages on the Internet. After reviewing Quick Tips: Top Ten Things to Consider...Before Hitting Send on That Email [PDF], identify how you would use those techniques in response to the following scenario:

Your co-worker, Kevin, sent an email telling your supervisor that you were not doing your part on a project. He also sent you an email filled with insults and profanity about your work ethic and performance. How might you respond to Kevin in a professional way?

Response Guidelines

Respond to at least one other learner and share how your responses are similar or different.

Course Resources

Undergraduate Discussion Participation Scoring Guide

u04s3 - Prepare: Start Next Week's Assignment

Next week, your Week 5 assignment, Written Communication: Writing an Email, is due. Go to the assignment in Week 5, and review the instructions and scoring guide to learn more.

Introduction

Tameka sits down at her desk and sees a response to her safety email. It's from a team member who feels that Tameka's reminders are a little condescending—that is, it feels like she is speaking to them as if they are children, reminding them of the rules. Tameka is shocked and embarrassed. That is not how she wanted to come across! How can she make sure her emails convey the right tone for her team?

You've probably read a tweet that is supposed to be funny but sounds mean. Or an email that tries to explain something but instead confuses you even more. These communication fails happen all the time, embarrassing their authors. Luckily, you can help avoid them in your own messages by checking your tone and structure.

This week, you'll learn why tone—the attitude or intention you have whenever you write and the message it sends—matters in the workplace. You'll explore how to create a formal or informal tone to best fit your audience and purpose. You'll also discover how you can use your audience and purpose to deliver the right structure in your writing. Finally, you'll see how your self- and social awareness can help you make the right calls.

To-Do List:

- **Assignment:** Write an email that includes information relevant for a specific audience and purpose.
- **What You Need to Know:** Learn about the second step in the writing process—actually writing—and why tone matters.
- **Interactive Learning Module:** Discover powerful communication techniques you can use in your career.

Learning Activities

u05s1 - Activity Overview

Assignment Overview

Write an email that includes information relevant for a specific audience and purpose.

Discussion Overview

Discuss examples of tone and audience.

u05s2 - What You Need to Know

Step 2: Writing a Business Message

Last week, we took a look at the first step in the writing process: planning. This week we move on to the actual writing itself, focusing specifically on the needs of the audience and how those affect style, tone, and choice of words. Use your *Excellence in Business Communication* text to read more about this second step:

- "Writing Business Messages," pages 156–179.

In this week's assignment, you'll be using email to craft a professional business message. Read the following pages in your text for support:

- "Email," pages 229–232.

The Importance of Tone

To understand the great affect tone has on the audience, read the following article. This research shows that when the wrong tone is used, there can be negative consequences for both communicating parties.

- Saiewitz, A., & Kida, T. (2017). The effects of an auditor's communication mode and professional tone on client responses to audit inquiries. *Accounting, Organizations and Society*, *65*(2018), 33–43.

Although we may not often make the connection, grammar has a huge effect on how your tone comes across. Review the Capella Writing Center's resources below to learn about the different elements of grammar and how to use them:

- Sentences: Sentence variety gives your writing rhythm and interest.
- Word Choice: Good word choice means using clear, descriptive words that engage readers and create an accurate reflection of your topic.
- Punctuation: Correct punctuation is one of the most important elements in making the meaning of a sentence crystal clear.
- Active and Passive Voice: Writing in the active voice gives sentences energy and directness, both of which keep the reader engaged.
- Subject-Verb Agreement: Subject-verb agreement refers to the number (singular and plural) of the subject and verb, which must agree.
- Scholarly Voice: Developing a scholarly voice in academic writing establishes authority and respect for the writer.

u05v1 - Interactive Learning Module: Capella Talks: Know Your Audience

Rebekah Salwasser understands the importance of powerful communication. In this week's Capella Talks, you'll see how the executive director of the Red Sox Foundation uses communication techniques to convince others to donate to important causes, and you'll discover how you can use the same techniques to make big moves in your own career.

Course Resources

Capella Talks: Know Your Audience | Transcript

u05a1 - Written Communication: Writing an Email

Overview

In this week's assignment, you will show that you can use the four components of written communication—purpose, audience, tone, and structure—to write an email. You will do this by using what you've learned about professional written communication to write a professional email message that includes information relevant for a specific audience and purpose, emphasizes important points using style mechanics, and uses appropriate tone and language for a specific audience.

Instructions

1. Revisit the scenario and voicemail message from your manager that you used to complete the Week 3 assignment.
2. Review your notes that you wrote summarizing the main points of your manager's voicemail in the Week 3 assignment.
3. Based on your notes, write an email message to Printables using the Email Template [DOCX]. Delete any instructions and headings before submission. Your message should be limited to no more than 12 sentences or 200 words.
4. Use the four components of written communication—purpose, audience, tone, and structure—to write your email.
   - State the purpose of the email.
   - Address the appropriate audience.
   - Use a professional tone.
   - Follow the structure in the Email Template [DOCX].
5. Once you write your email, review and edit your message to make sure:
   - It includes information relevant for the customer.
   - It emphasizes important points using style mechanics common in professional writing.
   - It uses professional language and tone appropriate for a response to an important customer.

Additional Requirements

- **Format:** Use the Email Template [DOCX]. Refer to figure 8.3 on page 231 of your *Excellence in Business Communication* textbook for an example. Use Calibri 12-point font.
- **Length:** Limit to 12 sentences or 200 words.

Note: Your instructor may use the Writing Feedback Tool when grading this assignment. The Writing Feedback Tool is designed to provide you with guidance and resources to develop your writing based on five core skills. You will find writing feedback in the Scoring Guide for the assignment, once your work has been evaluated. Learn more about the Writing Feedback Tool on the course Tools and Resources page.

Competencies Measured

By successfully completing this assignment, you will demonstrate your proficiency in the following course competencies and assignment criteria:

- **Competency 2: Develop professional written communications in a well-organized text, incorporating appropriate evidence and tone in grammatically sound sentences.**
    - Use a professional tone for the email.
    - Address assignment purpose in a well-organized text, incorporating appropriate evidence and tone in grammatically sound sentences.
- **Competency 3: Use appropriate technology solutions to effectively communicate time-related tasks.**
    - Use the template to structure the email.
    - State the purpose of the email.
    - Address the email to the appropriate audience.

u05d1 - Write Your Discussion Post

You ask your team members to communicate the same idea to three different audiences: other team members, your manager, and an external stakeholder. How would considering tone and audience affect the success of this communication?

Provide an example of appropriate tone for each audience.

Response Guidelines

Respond to at least one other learner and share how your responses are similar or different.

Course Resources

Undergraduate Discussion Participation Scoring Guide

Unit 6 ›› Get It Done

Introduction

> An unexpected (and very large!) order comes into the warehouse, with rushed delivery. Tameka knows she must move fast, gathering her team and giving them instructions. She knows that her manager is relying on her to make this order happen. How can she communicate information quickly and efficiently to pull it off?

Have you ever observed a flight crew preparing for takeoff? You might have noticed that it takes a lot of planning and communication to get that plane to its destination on time. From the luggage carriers to the pilots to air traffic control, they are all communicating with each other in order to accomplish a shared goal.

Not everyone taking this course will work on a commercial airline team, but we will all have to use communication to accomplish our collective goals no matter what careers we pursue. One of the ways you can do this is by developing your productivity skill. In other words, by learning how to be efficient and effective in the workplace.

Throughout this course, you're learning how workplace communication can help you achieve professional success. This week, you'll discover how honing your communication skill can help you be more productive in the workplace and reach your personal and professional goals.

To-Do List:

- **Discussion:** Discuss how you would use technology tools to improve group communication and collaboration.
- **What You Need to Know:** Learn about how to successfully complete a business message on time.
- **Interactive Learning Module:** Play along on a multiple-choice writing adventure
- **Prepare:** Start next week's assignment.

Learning Activities

u06s1 - Activity Overview

Discussion Overview

Discuss how you would use technology tools to improve group communication and collaboration.

u06s2 - What You Need to Know

Step 3: Completing Your Business Message

The third step in the writing process is, as you may have guessed, reviewing what you've written! Before you send the email or print your report, it's essential to make sure it is as professional as possible. This means reading your work as a whole but also paying attention to the nitty-gritty details. To learn more about the third step use your *Excellence in Business Communication* book to read the following:

- "Completing Business Messages," pages 188-206.

Capella Writing Center Resources

The following resources will help you refine your work to a professional state:

- Peer Review: Explore this link to learn how submitting drafts to others during the revising stage should become a foundational component of your writing.
- Revising: Explore the link to see how revising means taking a big-picture view of what you have written so your paper is unified and coherent.
- Proofreading: Explore the link to learn how proofreading can help you catch punctuation, grammar, formatting, and spelling errors.

Making Time

We often wait until the last minute for many things in our life—paying a bill, making an appointment, and of course, proofreading our work. Read the following article for tips to plan and prioritize for your professional success:

- Rimmer, A. (2019, September). How do I improve my time management skills? *BMJ: British Medical Journal*, *366*, 1–2.

u06v1 - Interactive Learning Module: Unleashed: An Email Adventure

You already understand the power of excellent written communication, and you're learning to use audience, purpose, tone, and structure to communicate your best in any situation. But, what does that look like in the modern workplace?

In this week's interactive experience, you'll get the chance to find out as you play along on our multiple-choice writing adventure! So, get ready to put your smart editing skills to the test and manage some dog park drama!

Course Resources

Unleashed: An Email Adventure | Transcript

u06d1 - Write Your Discussion Post

Your instructor assigned you to work in a small group with three other learners you've never worked with before. She expects each person to participate equally and to complete the work by the designated deadline. However, two of the members are never available to meet in person due to their busy schedules. How will you use technology tools to improve your group's communication and collaboration?

Response Guidelines

Respond to at least one other learner and share how your responses are similar or different.

Course Resources

Undergraduate Discussion Participation Scoring Guide

u06s3 - Prepare: Start Next Week's Assignment

Next week, your Week 7 assignment, Written Communication: Communicating Your Plan, is due. Go to the assignment in Week 7, and review the instructions and scoring guide to learn more.

Unit 7 ➤➤ Communicating Your Plan

Introduction

Warehouses are enormous, and Tameka's team is scattered throughout. She needs to give them important information about the unexpected order but knows she can't gather them face-to-face quickly enough. Unlike a typical office, warehouse work doesn't rely on email, as workers don't sit at desks. Tameka knows, however, that all her workers carry phones. To get her message out fast, she decides on a group text.

When it comes to communicating in the modern world, things move quickly. Being thoughtful about how you send and receive ideas and information is crucial. Even if these messages are routine, such as reminding employees to get their time cards in, this transfer of information is essential to keep things running smoothly.

Last week you learned how developing your communication skill can make you more productive. This week you'll learn how a successful and effective communicator delivers daily and time-sensitive information. You'll practice your digital proficiency by exploring how to craft messages for digital channels. And you'll discover how the way we use time-management affects everything.

To-Do List:

- **Assignment:** Using time-management and written communication skills, write an email to solve a customer issue.
- **What You Need to Know:** Read about how to communicate routine messages in the workplace.

Learning Activities

u07s1 - Activity Overview

Assignment Overview

Use time management and written communication to solve a customer issue through email.

Discussion Overview

Discuss a time that you communicated time sensitive information.

u07s2 - What You Need to Know

Communicating Routine Messages

Writing routine messages—responding to a request, asking for information, or outlining a plan—is all a part of daily workplace communication. Just because these are routine doesn't make them any less important, and communicating these messages effectively is at the heart of keeping a team running well. Use your *Excellence in Business Communication* text to read more about how to craft routine messages:

- "Writing Routine and Positive Messages," 257–259.

Depending on the channels your company uses to communicate, you may find these routine messages delivered digitally. To consider how this may change how you communicate your message, use your text to read:

- "Crafting Messages for Digital Channels," 218–243.

Planning and Time Management

For more information about how digital tools—specifically, calendars—have changed how we think about allocating (and communicating) our time, read the following:

- Wajcman, J. (2019). The digital architecture of time management. *Science, Technology, and Human Values*, *44*(2), 315–337.

u07a1 - Written Communication: Communicating Your Plan

Overview

This assignment gives you an opportunity to practice your communication, digital proficiency, and productivity skills. You will show that you can use time management, digital tools, and written communication to solve a customer issue. You will do this by using what you've learned about professional written communication to write a message that communicates tasks and timelines relevant for a specific audience and purpose.

Instructions

1. Review the to-do items that need to be completed to accomplish the tasks outlined by your manager in her voicemail message in the Week 3 assignment.

<div align="center">To-Do Items</div>

Task	To-Do Item	For	Due Date	Status
Respond to Sara's voicemail message.	Leave a voicemail message for Sara to confirm next steps for resolving the issue.	You	Monday	Complete

Task	To-Do Item	For	Due Date	Status
Inform the customer.	Email Renee Colon at Printables to communicate how we will resolve the issue.	You	Monday	Complete
Communicate the new plan.	Send message to the Shipping Department to get their assistance.	You	Monday (end of day)	To do
Send new shipment.	Ship replacement order to customer at no charge.	Shipping	Arrives by Wednesday	To do
	Send shipment tracking number to customer.	Shipping	Tuesday	To do
	Refund shipping fees to customer.	Shipping	Tuesday	To do

2. Use professional language and tone appropriate for internal communication with co-workers to write an email message to the shipping department explaining what needs to be done. Make sure to refer to the table above for the details. Use the Email Template [DOCX]. Include the following in your email:

- Identify what task still needs to be completed.
- Identify which to-do items need to be done by the Shipping Department.
- Clarify when the replacement order is scheduled to arrive.
- Identify who is responsible for refunding the shipping fees to Printables.
- Use professional language and tone appropriate for internal communication with co-workers.

3. Review your email. If needed, edit your message.

Additional Requirements

- **Format:** Use the Email Template [DOCX]. Refer to figure 8.3 on page 231 of your *Excellence in Business Communication* textbook for an example. Use Calibri 12-point font.
- **Length:** Limit the email to 12 sentences or 200 words.

Note: Your instructor may use the Writing Feedback Tool when grading this assignment. The Writing Feedback Tool is designed to provide you with guidance and resources to develop your writing based on five core skills. You will find writing feedback in the Scoring Guide for the assignment, once your work has been evaluated. Learn more about the Writing Feedback Tool on the course Tools and Resources page.

Competencies Measured

By successfully completing this assignment, you will demonstrate your proficiency in the following course competencies and assignment criteria:

- **Competency 2: Develop professional written communications in a well-organized text, incorporating appropriate evidence and tone in grammatically sound sentences.**
    - Address assignment purpose in a well-organized text, incorporating appropriate evidence and tone in grammatically sound sentences.

- **Competency 3: Use appropriate technology solutions to effectively communicate time-related tasks.**
    - Identify what task still needs to be completed.
    - Identify which to-do items need to be done by the Shipping Department.

- Clarify when the replacement order is scheduled to arrive.
- Identify who is responsible for refunding the shipping fees to Printables.

u07d1 - Write Your Discussion Post

Productive communication can be crucial to effectively delivering time sensitive information. Consider this scenario:

You just received direction that the timeline has been shortened for a project that you are working on. Instead of a month, your team now has a week to complete the project. In addition, one of the team members it out for a two weeks on vacation. It is up to you to communicate the new timeline, as well has consider how to delegate your colleague's work to the team. For this discussion, write a brief email communicating this time sensitive information.

Response Guidelines

Respond to at least one other learner and share how your responses are similar or different.

Course Resources

Undergraduate Discussion Participation Scoring Guide

Unit 8 ›› When Things Go Wrong

Introduction

> As Tameka rushes to get orders in place, she gets an unexpected call from her landlord. Her dog, Parker, has jumped the fence and is running loose. She has to leave work ASAP, and the timing couldn't be worse. How can she make sure she communicates the right information to make the order successful, even if she's not there?

You're already well on your way toward improving your communication in the workplace. But, as you probably know, life doesn't always go the way we plan. Along the way, there will be obstacles that stop you dead in your tracks or force you to chart a new course. What will you do when an obstacle in your personal or professional life prevents you from communicating your best?

This week, you'll discover how to use communication techniques alongside your other skills to overcome communication obstacles. You'll learn how your communication, productivity, digital proficiency, and self- and social awareness skills will help you recover when unexpected problems scramble your plans.

To-Do List:

- **Discussion:** Discuss how you would manage a workplace obstacle.
- **What You Need to Know:** Learn about how to communicate successfully during workplace conflict.
- **Prepare:** Start next week's assignment.

Learning Activities

u08s1 - Activity Overview

Discussion Overview

Discuss how you would manage a workplace obstacle.

u08s2 - What You Need to Know

In our personal and professional lives, conflict happens. Part of being successful in the face of obstacles is learning how to craft our messages, whether verbal or nonverbal, in a way that helps find a solution.

Conflict Communication: Writing

Writing negative messages is a part of professional communication, unfortunately! These may be refusing a request from an employee, informing the team of a resignation, or even something as common as cancelling the holiday party because of budget cuts. Use your *Excellence in Business Communication* text to see how to create these message successfully:

- "Writing Negative Messages," pages 284–307.

As you know, email communication is a common way to discuss issues, both positive and negative. Read the following article to see how an act as simple as "cc-ing" your boss can create a loss of trust, and perhaps more conflict, in the workplace:

- Haesevoets, T., De Cremer, D., De Schutter, L., McGuire, J., Yang, Y., Jian, X., & Van Hiel, A. (2019, June). Transparency and control in email communication: The more the supervisor is put in cc the less trust is felt. *Journal of Business Ethics,* 1–21.

Conflict Communication: Speaking

Use your *Excellence in Business Communication* text to read about strategies to manage workplace conflict and negotiating with others to achieve a mutually desired result:

- "Managing Workplace Conflict," pages 50–53.
- "Developing Your Skills as a Negotiator," pages 54–56.

As you learned previously, nonverbal cues are a part of how people perceive you and your message. View the following video to see the importance of using correct body language in uncomfortable face-to-face interactions:

- Video Arts (Producer). (2014). *Body language and assertiveness: Workplace essentials* [Video]. Films on Demand.

u08d1 - Write Your Discussion Post

Communicating effectively can often help us manage conflict and overcome challenges in the workplace. Read the following scenario and answer the question below.

Your bags are packed for a family vacation to Jamaica, and you leave in three days. Then, your co-worker calls the office to say she can't come to work this week because her child has the flu and she has no one to babysit. Your supervisor says you have to cover that co-worker's shift again, which would be the fourth time in two months. Unfortunately, if you cover the shift, you will miss your vacation, and you will lose the money you spent on it.

How would you manage this workplace obstacle using the skills and tools you've been learning throughout this course?

Response Guidelines

Respond to at least one other learner and share how your responses are similar or different.

Course Resources

Undergraduate Discussion Participation Scoring Guide

u08s3 - Prepare: Start Next Week's Assignment

Next week, your Week 9 assignment, Written Communication: Communicating a Change, is due. Go to the assignment in Week 9, and review the instructions and scoring guide to learn more.

Unit 9 ›› The Art of Collaboration

Introduction

As Tameka is home searching for her dog, her team comes together and takes over. They each take on a task that will help the order get fulfilled and shipped on time. A few even work late to make sure the job gets done. At the end of a busy day, having worked together and problem-solved as a team, they watch the shipment leave the loading dock and sigh with relief.

Throughout this course, you're learning how strong communication can help you deliver and receive the information you need to be successful. But, being successful will also depend on your ability to work well with others—to collaborate on various projects and tasks. In the workplace, collaboration is the process by which you produce or create something together. When it comes to collaborating in the modern world, there are a number of tools you can use to improve the way you send and receive ideas and information.

A successful builder maintains a quality toolbox in order to have the right tool on hand for the job. The same is true for a successful collaborator. The modern workplace requires us to understand and utilize digital tools to communicate effectively. But how will you choose the right tool for the jobs you face? Last week you learned how to manage conflict in the workplace with solid communication. This week you'll discover why good communication is the foundation for collaboration and how all of the skills you're learning throughout this course can help you collaborate successfully. And, you'll discover why collaboration is essential to improve your productivity!

To-Do List:

- **Assignment:** Communicate a change to a team using a selected channel, and report on a selected messaging tool.
- **What You Need to Know:** Learn about the digital tools that support successful collaboration and communication.
- **Interactive Learning Module:** Learn about communicating in crisis.

Learning Activities

u09s1 - Activity Overview

Assignment Overview

Communicate a change to your team by choosing an appropriate communication channel and digital tool.

Discussion Overview

Discuss digital collaboration tools.

u09s2 - What You Need to Know

Collaborating in the Workplace

Working with others has always been a part of most business cultures, but with the globalizing of the world and a reliance on digital tools to keep us connected, good collaboration skills have become essential for business success. Use *Excellence in Business Communication* to read about the role etiquette plays in successful business collaboration:

- "Collaboration and Business Etiquette," pages 67–90.

As noted above, the globalization of the world allows us to interact with people from places we may have never imagined. Honing your intercultural communication skills is key to facilitating successful collaboration despite cultural differences. Use *Excellence in Business Communication* to learn more:

- "Improving your Intercultural Communication," pages 108–117.

Digital Tools for Collaboration

There are so many digital tools for collaboration it's hard to keep count. In this week's assignment, you'll choose a digital tool that is appropriate to communicate a particular message. Review the links below for just a sample of some available tools:

- Slack.
- Google Drive.
- Zoom.

See this list for more examples:

- Bika, N. (n.d.). Fourteen collaboration tools for productive teams. Retrieved from https://resources.workable.com/tutorial/collaboration-tools

Read the following article to see how the use of online collaboration increases the motivation and creativity of students. As you read, think about how motivations and creativity could also be increased in the workplace. Pay particular attention to the Discussion and Conclusion part of the article.

- Sarwar, B., Zulfiqar, S., Aziz, S., & Ejaz Chandia, K. (2019). Usage of social media tools for collaborative learning: The effect on learning success with the moderating role of cyberbullying. *Journal of Educational Computing Research*, *57*(1), 246–279.

u09v1 - Interactive Learning Module: Capella Talks: Communicating in Crisis

You already know that excellent communication will improve your chances of career success, but it can also save lives. In this week's Capella Talks, discover how fighter pilot Nicole Malachowski overcame the impossible when she held off an enemy attack during a communication blackout.

Course Resources

Capella Talks: Communicating in Crisis | Transcript

u09a1 - Written Communication: Communicating a Change

Overview

Communication has changed over the years, and this has affected how we communicate with each other in our personal and professional lives. We all use different communication tools every day, such as texting, email, video, and computer software. There are many benefits to this, and one of these is collaborative communication. For example, multiple people can make changes on one document using services like Google Drive and Microsoft Office 365—and more!

For this assignment, you will continue to improve your digital proficiency skills by learning how to select an appropriate tool to communicate a change.

Instructions

Select a channel and digital tool to use as a way to encourage employee engagement from your whole team. Complete the following two parts for this assignment.

Part 1

1. Think about your current work environment or a previous work environment. You may also choose to think about the company and manager (Sara) you've been reporting to in the past three assignments. Then, consider this scenario: *Your manager asked you to figure out a way to communicate a change to the rest of the team within the next week. Although your manager discussed this within a face-to-face meeting, you know that you won't have the time or ability to personally meet with every member of your team, since they are located all around the country.*
2. Choose a change to communicate. An example of a change could be a new hire, a resignation, or new hours of business. You may use a change that has happened in a previous or past workplace as well.

3. Select the best channel for communicating this change. Refer to the table in this week's readings to review different channels. Think of the culture of the work environment and team you have chosen. What works for one team may not be the best choice for a different team.
4. Write a brief summary (4–5 sentences) describing why the selected channel is the most appropriate for communicating the change to this particular team.
5. Use the four components of written communication—purpose, audience, tone, and structure—to describe how you would communicate the change using the selected channel. You do not need to actually use the selected channel. The length and complexity of the message should be appropriate for the selected channel.

Part 2

Moving forward, you realize it would be easier to use a messaging app like Slack or WhatsApp to communicate updates. Review the links to the messaging tools in this week's What You Need to Know. Then, choose a digital tool that would be appropriate to communicate your message to your team in the future. Report on the tool, including:

• Why it would be an effective tool for this purpose.
• How your message may need to be modified to fit within the digital tool you've selected (consider formality, tone, length, et cetera).

Submit both parts to the assignment in one Word document.

Additional Requirements

• **Format:** Use Microsoft Word, Calibri 12-point font.

Note: Your instructor may use the Writing Feedback Tool when grading this assignment. The Writing Feedback Tool is designed to provide you with guidance and resources to develop your writing based on five core skills. You will find writing feedback in the Scoring Guide for the assignment, once your work has been evaluated. Learn more about the Writing Feedback Tool on the course Tools and Resources page.

Competencies Measured

By successfully completing this assignment, you will demonstrate your proficiency in the following course competencies and assignment criteria:

• **Competency 2: Develop professional written communications in a well-organized text, incorporating appropriate evidence and tone in grammatically sound sentences.**
   ◦ Apply purpose, audience, tone, and structure to communicate the change using the selected channel.
   ◦ Address assignment purpose in a well-organized text, incorporating appropriate evidence and tone in grammatically sound sentences.

• **Competency 3: Use appropriate technology solutions to effectively communicate time-related tasks.**
   ◦ Choose a change to communicate.
   ◦ Select a channel for communicating this change.
   ◦ Summarize why the selected channel is the most appropriate for communicating the change to this particular team.
   ◦ Explain why the selected messaging app would be an effective tool for the purpose of collaboration.

u09d1 - Write Your Discussion Post

For this discussion, share some of the digital collaboration tools you use both at work and at home. What are the most effective? What are some of the challenges? Use this discussion as a way to learn about new tools, and new uses for familiar tools.

Response Guidelines

Respond to at least one other learner and share how your responses are similar or different.

Course Resources

Undergraduate Discussion Participation Scoring Guide

Unit 10 ≫ Communicate Your Way Into Your Future

Introduction

Tameka returns to the warehouse the next day with Parker safely secured in her apartment. She can't thank her team enough for their hard work. She feels confident that she successfully communicated a plan to her team, and she knows that this obstacle has only strengthened their relationship. As she looks to the future, she wants to work at mastering her communication skills for her professional success.

As you've learned throughout this course, our ability to communicate with and connect to others can determine our personal and professional success. While mastering communication in the workplace can be challenging, this course has given you the jolt you need to become a communication champion! Over the last 10 weeks, you've worked hard to hone four essential employability skills that will help you communicate your best in the workplace. You've practiced:

- **Productivity** to organize your communication in the best way possible.
- **Digital proficiency** to use digital tools to improve your communication no matter what career you pursue.
- **Self- and social awareness** to understand yourself and how you relate to others so you can modify your communication to any situation or audience.
- **Communication** to connect to the world around you by speaking, listening, and writing.

Honing these four skills will help you easily share ideas, collaborate, give and receive feedback, address obstacles, resolve conflict, and accomplish critical tasks. But, just like anything else, you'll need to keep practicing the skills you've learned to help you perform your best. And, the more you practice, the easier they will be.

This week, we'll take a look back at how far you've come and discuss how you can continue using your skills to forge your professional future.

To-Do List:

- **Discussion:** Reflect on the past 10 weeks and consider a plan to improve communication in your personal and professional life.
- **What You Need to Know:** Learn how you can communicate the story of you to your future employer.

Learning Activities

u10s1 - Activity Overview

Discussion Overview

Reflect on the past 10 weeks and consider a plan to improve communication in your personal and professional life.

u10s2 - What You Need to Know

Communicating Your Way Into the Future

As your go forward in your academic work you'll likely be keeping your eye on the prize—maybe a first job, new job, or better job. Even before communicating in the workplace, you'll need to prepare your resume and be asked for an interview. Review the chapters below in *Excellence in Business Communication* to begin to consider how to communicate the story of you to your future employer:

- "Building Careers and Writing Resumes," pages 484–511.
- "Applying and Interviewing for Employment," pages 520–549.

u10d1 - Write Your Discussion Post

Take a moment to reflect back on the last 10 weeks. Which 1–2 lessons do you believe will be the most valuable as you continue developing your skills? How do you plan to use that information moving forward to improve communication in your personal or professional life?

Response Guidelines

Respond to at least one other learner and share how your responses are similar or different.

Course Resources

Undergraduate Discussion Participation Scoring Guide