**TO:** Professor Colman

**FROM:** Chengjun Liu

**DATE:** September 11, 2019

**SUBJECT:** Interpreting the Results of the Self-Assessment (CDP)

**INTRODUCTION**

This memo interprets and builds up the Communication Development Plan of Chengjun Liu, Candidate of MSBA, USC. Chengjun Liu starts graduate study with abundant experience in team leadership and individual research reports but lacks networking experience.

**OVERVIEW**

Following instructions from the course of Communication Management and measurements of Leadership Communication, the memo will analyze the candidate’s competence of leadership communication by visualizing strengths and weaknesses with solid proofs, describe the candidate’s situation of leadership roles, offer guidance to specific goals by identifying and instructing on possible issues and suggest appropriate working schedules.

**COMPETENCE ANALYSIS**

Five indices are selected out of the measurements: Oral Communication & Strategy, Written & Visual Communication, Emotional Intelligence, Team Communication & Dynamics and Organizational Communication, and a radar chart is illustrated. By calculating the average of each category, the strengths and weaknesses of the candidate are obvious:

* The candidate is strong on written & visual communication. It is proved by the fact that the candidate scores higher in written correspondence and graphics, and well performed conducting six individual researches and visualizing reports.
* The candidate is strong on team dynamics. The reason is that the candidate scores higher in problem probing, idea gathering and decision making, and has led teams in four internships and excellently achieved tasks.
* The candidate is weak on Oral Communication & Strategy. It is because the candidate scores lower in developing strategies and presentations and focuses on team management and task achieving, lacking presentation excellence.
* The candidate is weak on Emotional Intelligence. It is because the candidate scores lower in dealing with conflict and expressing feelings, and always works in the stable team environment, lacking proper training for dealing with conflicts

**SITUATION OF ROLES**

The candidate currently takes on the role of team dynamics and report communication and intends to develop comprehensive competence in team communication with emotional skills and enhance conversion of reports to presentations with oral communication strategies.

**GOALS AND ISSUES**

The candidate is strong in written communication and team dynamics while weak in emotional intelligence and oral communication. To develop oral presentation and team emotional communication, goals of leadership communication improvements are suggested:

* Short term: Focus on improvement of emotional intelligence. Enhance knowledge of emotional intelligence first. Learn skills of strengthening expressions and dealing with emotional feedback second. Learn skills of actively interacting with people’s emotions as the third step. Notice that emotional contact will be the hardest barrier to break as emotional habits are solid. The success can be assessed by self-assessment of more participation in emotional communication and feedback can be gained from others about how the candidate shows observation and feedback in team construction.
* Long term: Focus on communication strategy and oral presentation. Develop knowledge of communication strategies first. Build up skills of delivering presentations and networking second. Notice that practice is the barrier because lots of effort input is required. The success can be assessed by participation of mocks and real competitions and feedback can be gained from audience comments and advice

**SCHEDULE**

For the short-term goal, the three steps can be practiced together, but it is suggested that the goal should be reached by **15th, October**. For the long-term goal it is the same to practice steps together, and it is suggested that the goal should be reached by **30th, November**.