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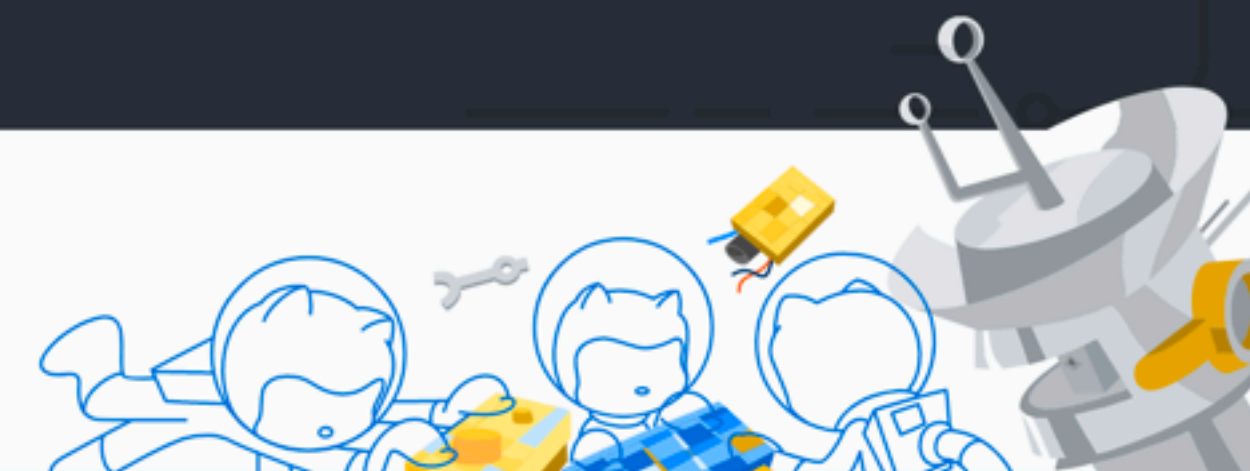
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CASE STUDIES : ORAL AND WRITTEN COMMUNICATION

When you are talking to someone (that isn't a casual conversation), you need to consider a few points:

- 1. Who am I talking to?**
- 2. What am I asking for? (What outcome do I want?)**
- 3. What information does that person care about?**
- 4. Is that person really busy? Highly stressed right now?**
- 5. Is now a good time for them?**
- 6. Am I prepared to answer the questions they might have?**