

Welcome to Business Communication for the Digital Workplace

EAC 594
Summer 2022

Week 1



Welcome to EAC 594

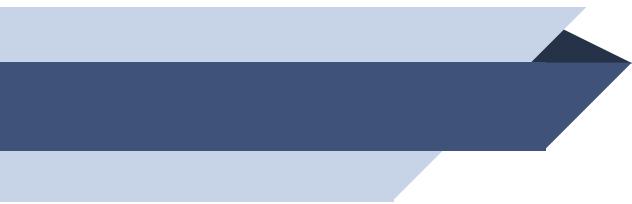
- **Name:** Prof. Mac Kyte
- **Online Class:** Friday at 10:45 AM
- **Zoom:** Link posted on Blackboard
- **Contact me:**
mcdonald.kyte@senecacollege.ca



What You'll Learn

- The goal of this course is to teach you how to *write* like a professional in the digital workplace.
- Focuses on polishing communications skills
- Learn Canadian business practices and communication styles
- You will apply the principles, practices, and tools for communicating effectively in the workplace.





Agenda

- **Course Introduction**
 - ▷ Class Introductions
 - ▷ Course Addendum
 - ▷ Course Materials
 - ▷ Assignments
- **Review Chapter 1: Professional Communications**



Introduce Yourself

- Discussion Forum (Blackboard)
- Comment
- Connect





Course Introduction

- **Course Addendum (Weekly Schedule)** – Blackboard
- **Weekly Lectures:**
 - Weekly Readings
 - Weekly Lessons / Lectures (slide presentation)
 - Resources: Videos, Tutorials, and Articles
- **Assignments**
- Refer to the **Course Information** folder



Texts and Materials

- **Textbook: Communication at Work** by Jordan Smith (Free)
- Most assigned readings will come from the textbook
- **Critical Thinking:** We do not need to agree with everything in the textbook, but we need to understand its positions before we question or criticize them



Assignments (Value: 100%)

- Week 2: Professional Biography (5%)
- Week 4: Communication Analysis (10%)
- Week 5: Academic Integrity and APA Quiz (5%)
- Week 7: Request Communication Assignment (15%)
- Week 9: AODA Design Test (15%)
- Week 10: Infographic (10%)
- Week 11: Slide Design Test (15%)
- Week 12-13: Final Report and Presentation (25%)



Assignments

Student Progression and Promotion Policy

- Achieve a grade of 50% or better on the overall course
- Successfully complete all the assignments and the project



Business Communication for the Digital Workplace

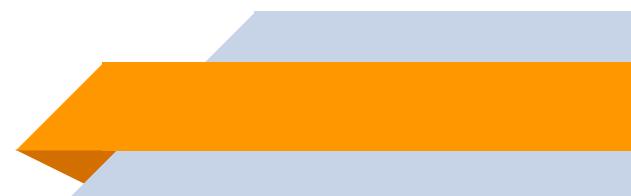
Chapter 1

Professional
Communications

Review



What's the most
important
foundation skill
employers look for
in an employee?



“ The answer:

The Ability to
Communicate

“

You cannot not
communicate.

- Paul Watzlawick

Communication Skills: Your Ticket to Work

- Most desirable competencies in view of employers
- Critical to effective job placement, performance, and career advancement
- “Career sifter,” leading to great job opportunities or out the door



9 Essential Workplace Skills

1. Oral communication

2. Writing

- ▶ Clear and concise

3. Reading

- ▶ Extracting and summarizing information,
attention to detail

4. Document use

- ▶ Selecting appropriate format



Source: The MetLife Survey of the American Teacher

Most sought skills in Communication

5. **Numeracy** - Calculations and analysis
6. **Working with others**
 - ▷ **Soft skills** – Teamwork, leadership, conflict resolution
7. **Critical Thinking** and observations
8. **Computer use**
 - ▷ Utilizing various programs and applications
Ex. MS Office Suite, Social Media Applications



Source: The MetLife Survey of the American Teacher

Most sought skills in Communication

9. Continuous learning

- ▶ Professional development - maintaining currency in your profession
- ▶ Updating skillsets
- ▶ Being informed of emerging trends and issues



Source: The MetLife Survey of the American Teacher

5 Trends Shaping the Future of the Work



Video available: **Unit 1: Communicating in the Digital Age**

5 Trends Shaping the Future of the Work

THE 5 TRENDS ARE

- ✓ GLOBALIZATION
- ✓ MOBILITY
- ✓ MILLENNIALS & CHANGING DEMOGRAPHICS
- ✓ NEW BEHAVIORS
- ✓ TECHNOLOGY

MORE VIDEOS

YouTube

Video available: **Unit 1: Communicating in the Digital Age**

Writing in the Digital Age (1 of 2)

Teens and young adults habitually text, instant message, blog, and e-mail.



Employers expect more formal, thoughtful, informative, and error-free messages.

Workers write their own messages, and less business is conducted face-to-face.



Writing in the Digital Age (2 of 2)

Writing matters more than ever; online media require more of it, not less.



Communicating clearly and effectively has never been more important than it is today.

Life-changing critical judgments about people are being made based solely on your writing ability.



Succeeding in a Competitive Job Market

**What makes the “perfect” job candidate
in a recovering economy?**



**Fundamental criteria: required
major, course work, and GPA**

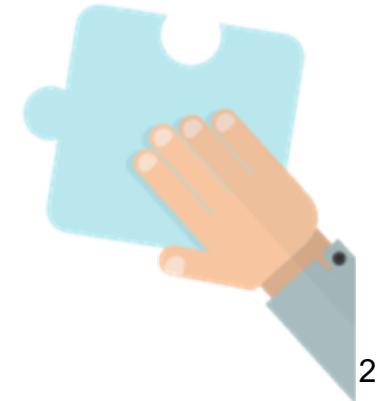


Communication skills

Strong work ethic and initiative



Ability to work in a team



The Global Market Place and Competition

Requirements for successful communicators in new markets:



Understanding different customs, lifestyles, and business practices

Practicing cultural awareness, flexibility, and patience

Coping with challenges of multiple time zones, vast distances, and different languages



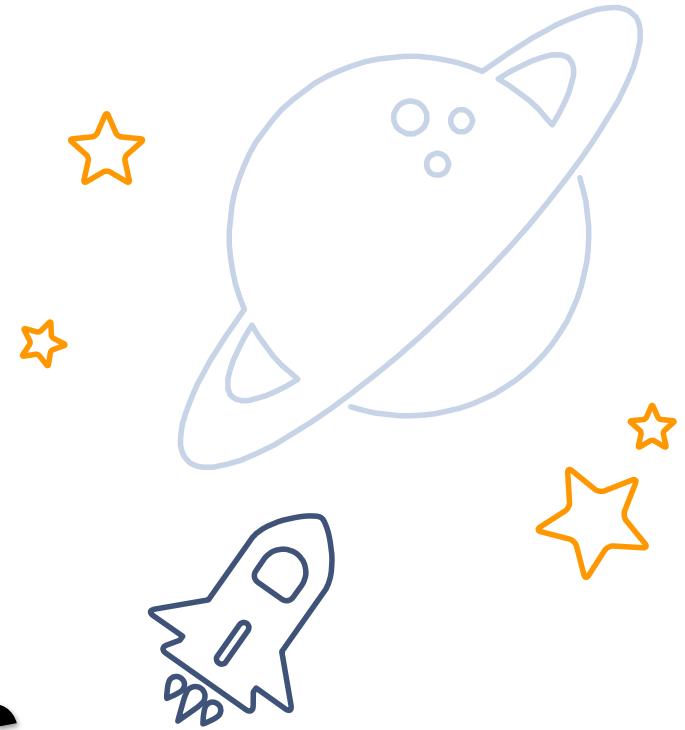
Developing new skills and attitudes





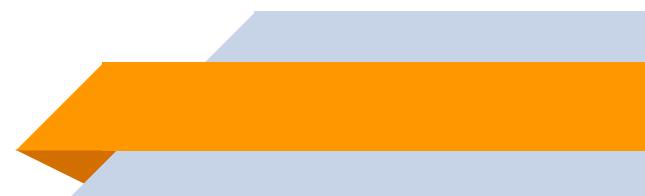
Fact:

Communication skills
complement your
technical skills.





WHAT IS COMMUNICATION?

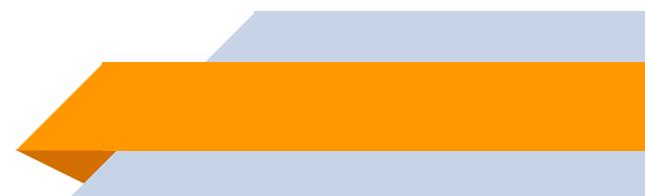


“ It is the transmission of information and meaning from one individual or group to another.





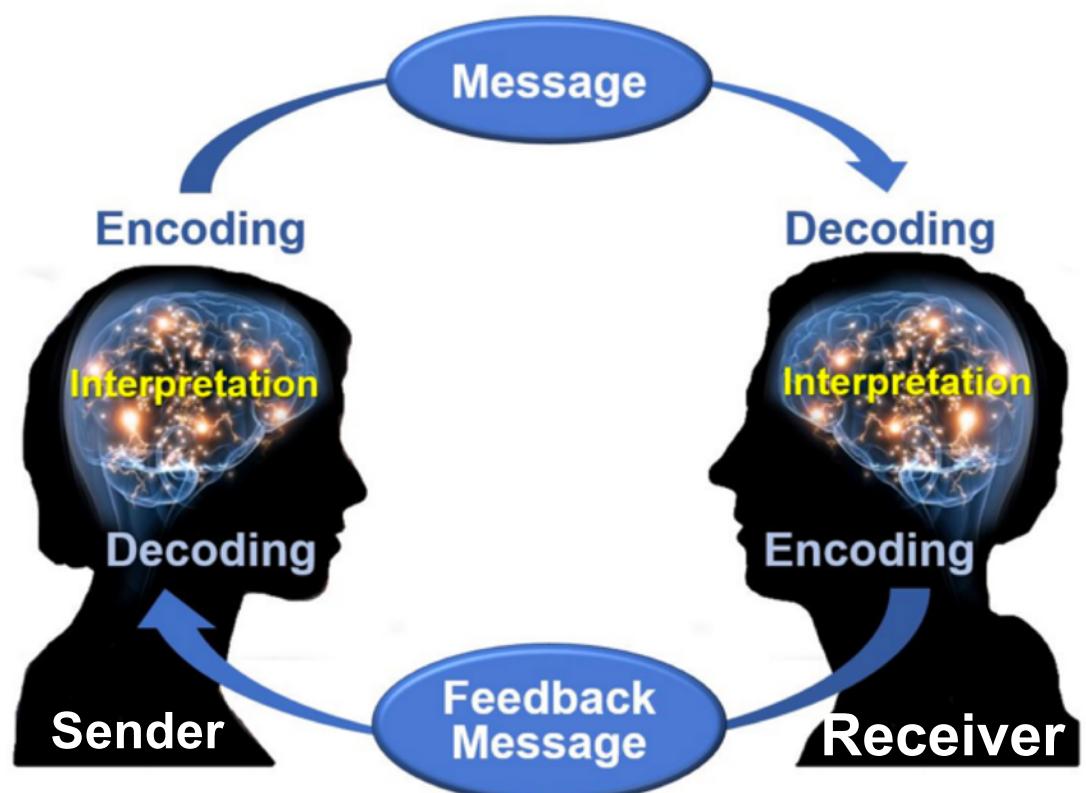
The process of communication is only successful when the receiver **understands** the idea as the sender intended.





The Communication Process

The 5 Step Communication Process

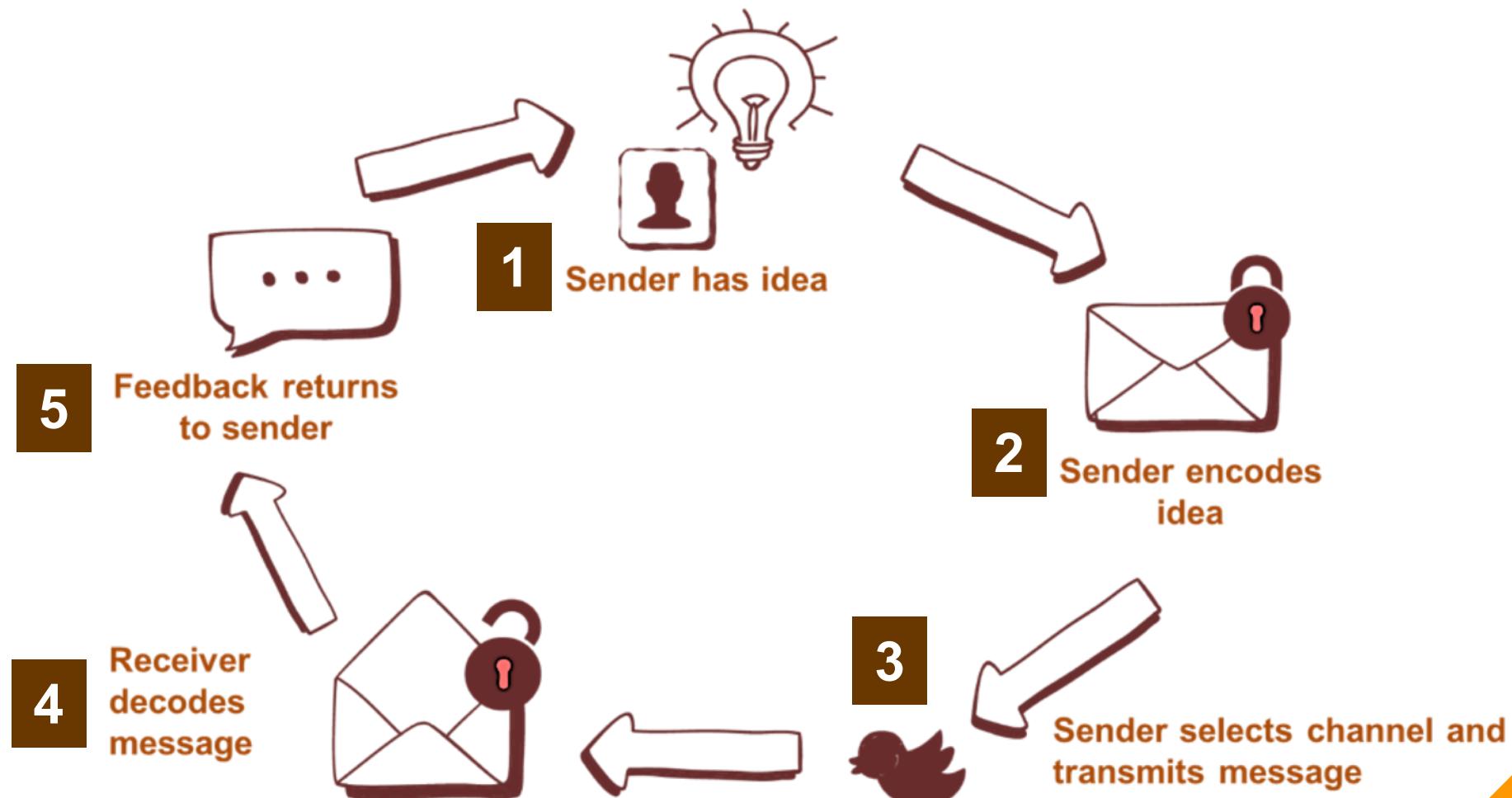


1. Sender has an idea
2. Sender encodes message
3. Sender selects channel and transmits the message
4. Receiver decodes message
5. Feedback returns to the sender

Figure 2.1: The Osgood-Schramm model of communication. Sources: Kisspng, 2018; Web Editor 4, 2017



The Communication Process





Barriers That Create Misunderstanding

- Bypassing,
- Differing frames of reference
- Lack of language skills
- Distractions

Rhetorical Question: Who bears most of the responsibility for the effective communication of the message?



Source: <https://www.vectorstock.com/>



Interesting Anecdote

- IBM, the American computer giant, had decided to test Japanese manufacturing capabilities by placing a trial order for some computer component.
- In the specifications IBM had spelt out that they would accept only **three defective parts** per 10,000.
- This had stressed the Japanese manufacturer...
How? Why?



Interesting Anecdote

- On the exact date of delivery, the parts arrived at the doorstep of IBM. The shipment was accompanied with a hand written letter:
 - “We Japanese people have had a very difficult time understanding IBM business practices, etc. etc....



Interesting Anecdote

- ▶ ... However, with great difficulty, the three defective parts per 10,000 have been separately manufactured. They have been included in the consignment in a separate packaging, with bold instructions – DEFECTIVE PIECES, AS PER REQUIREMENT. NOT FOR USE. We hope this pleases you.”

Miscommunication!

Can lead to:

- Damaged relationships
- Loss of business
- Decrease in productivity
- Wasted time and resources
- Missed opportunities

The \$2-Million Comma

The \$2-million comma

GRANT ROBERTSON >

PUBLISHED AUGUST 7, 2006

UPDATED APRIL 24, 2018

PUBLISHED AUGUST 7, 2006

This article was published more than 10 years ago. Some information in it may no longer be current.

0 COMMENTS SHARE

BOOKMARK

It could be the most costly piece of punctuation in Canada.

A grammatical blunder may force **Rogers Communications Inc.** to pay an extra \$2.13-million to use utility poles in the Maritimes after the placement of a comma in a contract permitted the deal's cancellation.

The controversial comma sent lawyers and telecommunications regulators scrambling for their English textbooks in a bitter 18-month dispute that serves as an expensive reminder of the importance of punctuation.

Read:

The \$2-million comma

Link:

<https://www.theglobeandmail.com/report-on-business/the-2-million-comma/article18169907/>

Avoid Miscommunication

Overcoming Barriers

- Know your purpose
- Know your audience
- Adapt the message to the receiver
- Select the right channel
- Arrange your message logically
- Improve listening skills
- Identify possible interference (environmental and technological)
- Encourage feedback



Source: <https://www.vectorstock.com/>



Review

1. What's the most important foundation skills employees look for in an employee?
2. *True or False:* Communication skills complement your tech skills?
3. List the 9 essential workplace skills
4. What is communications?
5. Identify the five steps in the communications process

Upcoming Assignment

Week 2: Professional Biography

- **Objective:** To introduce yourself in written form.
- **Your task:** Create a professional biography, profiling yourself using the third person.
- Worth 5%
- Due: May 20, 2022

Hint: You can use this to build your Profile for LinkedIn

Upcoming Assignment

Week 2: Professional Biography

- Refer to the Assignment folder for more details
 - Instructions - How to Write a Professional Biography
 - Samples – Professional Biography
 - Useful Resources



End of Presentation

- Next week's reading: **See Addendum and Weekly Lectures (Blackboard)**
- Email me: mcdonald.kyte@senecacollege.ca

Weekly Inspiration



**EDUCATION
IS OUR PASSPORT
TO THE FUTURE,
FOR TOMORROW
BELONGS TO
THE PEOPLE**
WHO PREPARE FOR IT TODAY