

MSDS 610

Business Communications

Brian Spiering

Who am I?



Programming is useful.

Communication is useful.

Programming makes computers go.

Communication makes people go.

Syllabus

**Professionalism is the theme of the course
(and worth a good part of your grade)**

What are the elements of Professionalism?



What are the element of Professionalism?

- Show up on time and prepared.
- Remain fully present.
- Contribute appropriately and meaningfully.
- Follow staff and faculty instructions appropriately.
- Show respect to all people.

A group of diverse business professionals, including men and women of various ethnicities, are standing together in an office environment. They are dressed in professional attire, such as suits and blouses. The background shows office elements like cubicles and a whiteboard. A large, semi-transparent gray rectangular overlay covers the bottom portion of the image, containing the text.

Business English

Communication Fundamentals



Learning Outcomes

By the end of this session, you should be able to:

- Define the A. I. M. model
- List the appropriate length for answer to a question.
- List 3 common templates for structuring an answer.

A. I. M. Model for Communication

- **Audience:** Who is the recipient of the communication?
- **Intention:** What is the purpose of communicating?
- **Medium:** How is it being communicated?

Audience

- What is the audience is looking to get out it?
- What is audience expecting?
 - Entertainment, education...
- How much does the audience care / level of engagement?

Audience

How much **domain** knowledge?

- The usefulness vs. risk of using jargon

How much **technical** knowledge?

- Do they know *more* than you?
- Is the audience a decision maker that might know less?

What are possible intentions?



Start with the end in mind.

Stephen R. Covey

Intention

- Introduction / Start the conversation
- Understand / Gather information about others
- Be understood / Inform others
- Persuade / Change beliefs / Call to action (CTA) / Sell

Medium

How is the information being communicated?

- Electronic / In-person
- Spoken / Written
- Synchronously / Asynchronous

WHAT'S YOUR STORY?



**You are talking with a recruiter.
“What is your interest in DS?”**

My Story

Hi, I am Brian Spiering.

I'm currently a Professor of Data Science at University of San Francisco.

I have always been interested in the application cutting-edge technology. I ask, "How do we build the skills and tools for tomorrow?"

How long should your answer be?

When you asked a question, your answer should be between 30 seconds and 2 minutes.

Answers less than 30 seconds appear that you are not taking the questions seriously.

Answers longer than 2 minutes probably means you are rambling.

But I like to talk...

It is best to answer completely and briefly.

Then say something like:

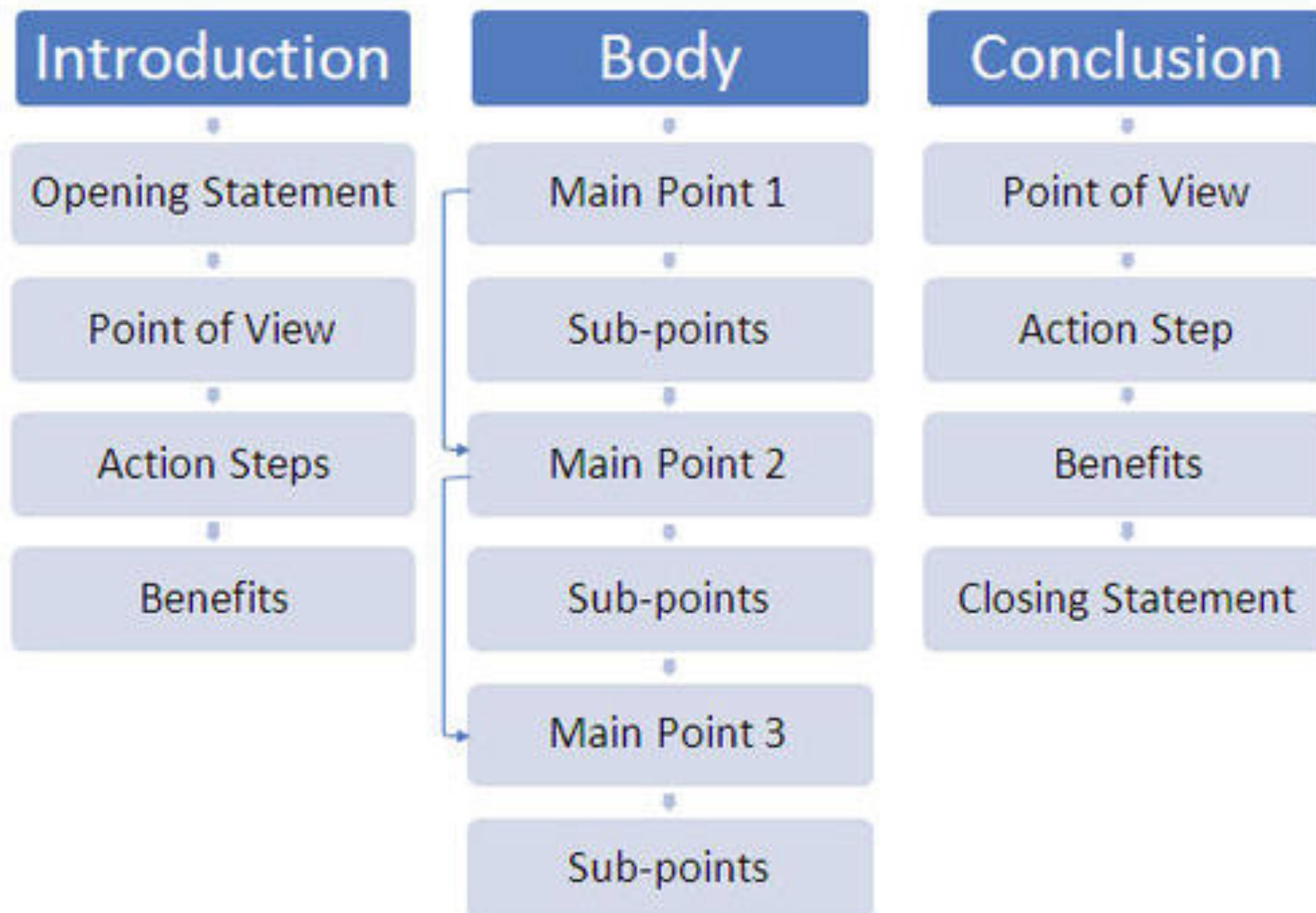
- “Happy to elaborate on any of those points”
- “Does that answer your question?”
- “Do you want to explain more?”

Structure Your Answer

Templates:

1. One, two, three
2. Past, Present, Future
3. Funnel

1, 2, 3



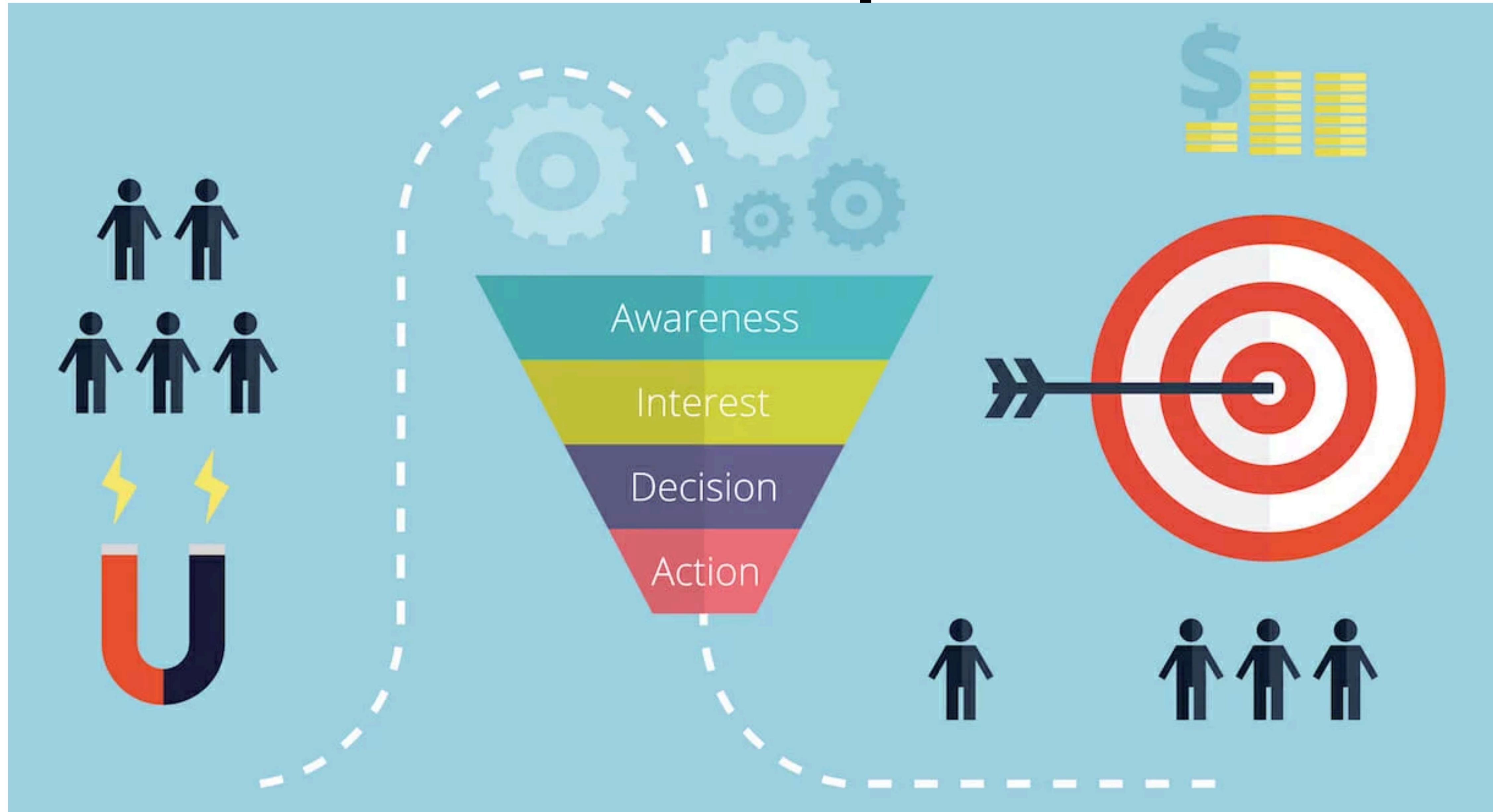
Past, Present, Future

Past - I was ...

Present - Right now I'm ...

Future - I'm looking forward to...

Funnel Template



Funnel Template



This course about social-emotional learning.

While trying to learn new behaviors, we might fail.



**Be diverse.
Be inclusive.
Be accepting.
Be a welcoming
Safe Space
For Everyone.**

RADICAL CANDOR

IGNORANCE

NO CHANGE



CARE PERSONALLY

Ruinous
Empathy

TRUST

PROFOUND CHANGE & GROWTH



**RADICAL
CANDOR**

CHALLENGE DIRECTLY



Manipulative
Insincerity

Obnoxious
Aggression

MISTRUST

NO CHANGE



DEFENSIVENESS

LITTLE CHANGE



Takeaways

- AIM: Frame conversations to focus on your audience, set an intention, and use the current medium in the best way possible.
- Keep answers between 30 seconds and 2 minutes.
- Use templates:
 - One, two, three
 - Past, Present, Future
 - Funnel