**Western Governors University**

**C768 Technical Communication Task 1**

**Introduction:**

For this assessment, you will write a paper dealing with multiple aspects of communicating with different audiences. With any kind of communication, you need to understand your intended audience and its needs. Often, modifications need to be made to the same information when customizing it for certain audiences.

***Main Scenario Setting:***

Your company is considering the implementation of a technology solution to address a business problem. As a member of the IT team for a manufacturing company, you are asked to select a product to address the identified needs, informing the stakeholders about its fit to the identified needs, and providing implementation details. Several past process changes have been unsuccessful at implementation and user acceptance. You will create two artifacts that communicate product information tailored to meet the needs of each of the following stakeholder groups:

• audience 1: executive leadership of the organization, such as the CIO, CFO, etc.

• audience 2: cross-functional team, including members from IT who will be implementing the product

***Audience 1:***  
The executive leadership of an organization includes the key decision makers and visionaries. A new idea presented to them should be formatted quite differently from other levels of the organization.   
  
***Audience 2:***  
A cross-functional team includes representatives from a variety of departments in a company. Each of these individuals has their own expertise and primary areas of focus. Presenting ideas to this group requires an astute sense of what is and is not known and how to communicate so everyone fully comprehends the idea.   
  
***Choosing a Product/Topic:***   
When considering what product to write about, your degree emphasis and personal experiences will come in handy. For this task, you should view manufacturing as a broad term. The product you write about could be a mobile application, new dashboard for data analysis, in-line security appliance, VPN single sign-on interface, or a more robust Storage Area Network (SAN). So, based on your background, consider products that might fall into the "soft" or "hard" categories. Your product needs to be IT related.

***Formatting the Task:***

Your submission will need to be a single document that you professionally format. Use a Cover page, Table of Contents, and page numbering to start. Be sure that you clearly label each section and include an introduction about what each section contains.

1. **Internal Communication Artifact**

**What to do for this section:** **Create an email or memorandum for Audience 1 providing product information and benefits of implementation, including how the product solves a business problem.**

**Remember:** Review the Learning Resource Lesson 14 for this section. Be sure to analyze the audience and what approach you would make to develop the strongest case for your recommendation. Also, review the most appropriate way to approach the components of these types of documents including length, headings, and salutations/closings. Be sure you provide a clear description of the product and how it will benefit the organization.

***A. Passing Rubric Requirement: The professional email or memorandum aligns with the needs of company executives, is professional in tone or style.***

**B. Procedural Fact Sheet**

**What to do for this section:** Create a fact sheet for Audience 2 (including IT members who will be implementing the product) communicating essential product and implementation information. Also, include how it solves a business problem. Include each of the following points in the fact sheet:

• description of product

• rationale for implementation

• summary of implementation phases

• graphic aids that supplement product information or implementation plans

**Remember:** Review Lessons 6 and 9 in the Learning Resource for information on creating a descriptive fact sheet with graphic aids. The layout is a crucial element as the document should be balanced and pleasing to review. Remember the audience so include specific details about how the product implementation and support might affect the organization as a whole. It is important to format the material so the reader can find the important points quickly. Use graphic aids effectively to convey information that, for example, might be difficult to describe in words.

***Passing Rubric Requirement: The fact sheet aligns with the needs of the cross-functional team, addresses each of the given points.***

**C. Writing Process Analysis for Each Artifact**

**What to do to for this section:** Describe the writing process used to develop the artifact for *each* audience by addressing the following stages:

• planning

• multiple drafting

• revising and editing

**Remember:** Be sure to describe the three writing process stages found in Lesson 1 of the Learning Resource. Tie those techniques to how you created both artifacts. You may use a separate description for each artifact or combine as long as you clearly address the uniqueness of each one.

***Passing Rubric Requirement: The description of the writing process addresses each of the given stages of the writing process for each audience.***

**D. Audience Analysis for Each Artifact**

**What to do to for this section:** Explain how analysis of the following audience attributes informed the purpose of *each* artifact:

• subject knowledge

• position in the organization

• personal attitudes

• reading style

• types of readers (primary, secondary, international)

**Remember:** Refer to Learning Resource Lesson 1.3 for more information on these attributes. You will need to describe how you would analyze each unique audience attribute to create both artifacts. To start, take each attribute and describe the unique characteristic(s) of Audience 1 and how that affected the way you created each artifact. Then, do the same for the second audience. Using a bulleted format will make your responses easier to locate.

***Passing Rubric Requirement: The explanation addresses each of the given attributes for each audience.***

**E. Sources**

**What to do for this section:** If you quote or paraphrase material, you must reference it with an in-text citation in the document and a full citation in this section. We recommend you use citations that conform to APA-formatting.

Tip: Great APA site: <https://owl.english.purdue.edu/owl/resource/560/01/>

***Passing Rubric Requirement: The submission includes in-text citations for sources that are properly quoted, paraphrased, or summarized and a reference list that accurately identifies the author, date, title, and source location as available.***

**F. Professional Communication (Do not keep this heading)**

**What to do:** Your submission must be created with proper professional clarity, organization, and mechanics. This isn’t just grammar but the overall quality of what you’re presenting. Are paragraphs well-formed and contain industry-based information? Does the material flow in a logical pattern?

***Passing Rubric Requirement: Content reflects attention to detail, is organized, and focuses on the main ideas as prescribed in the task or chosen by the candidate. Terminology is pertinent, used correctly, and effectively conveys the intended meaning. Mechanics, usage, and grammar promote accurate interpretation and understanding.***

Note: Your submission must be your original work. No more than a combined total of 30% of the submission and no more than a 10% match to any one individual source can be directly quoted or closely paraphrased from sources, even if cited correctly. Use the Turnitin Originality Report available in Taskstream as a guide for this measure of originality.