

MSDS 610

Business Communications

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Agenda

1. Welcome
2. Syllabus
3. Break
4. A.I.M. Model
5. Introducing Yourself
6. For Next Time

Who am I?

hi



Who are you?

1. Your name

2. One word to describe how are feeling right now

Syllabus

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
- Show respect to all people

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

We'll be doing social-emotional learning.

While trying new things, we might fail.



Be diverse.

Be inclusive.

Be accepting.

Be a welcoming

Safe Space

For Everyone.

IGNORANCE

NO CHANGE

CARE PERSONALLY

TRUST

PROFOUND CHANGE & GROWTH

Ruinous
Empathy

**RADICAL
CANDOR**

CHALLENGE DIRECTLY

Manipulative
Insincerity

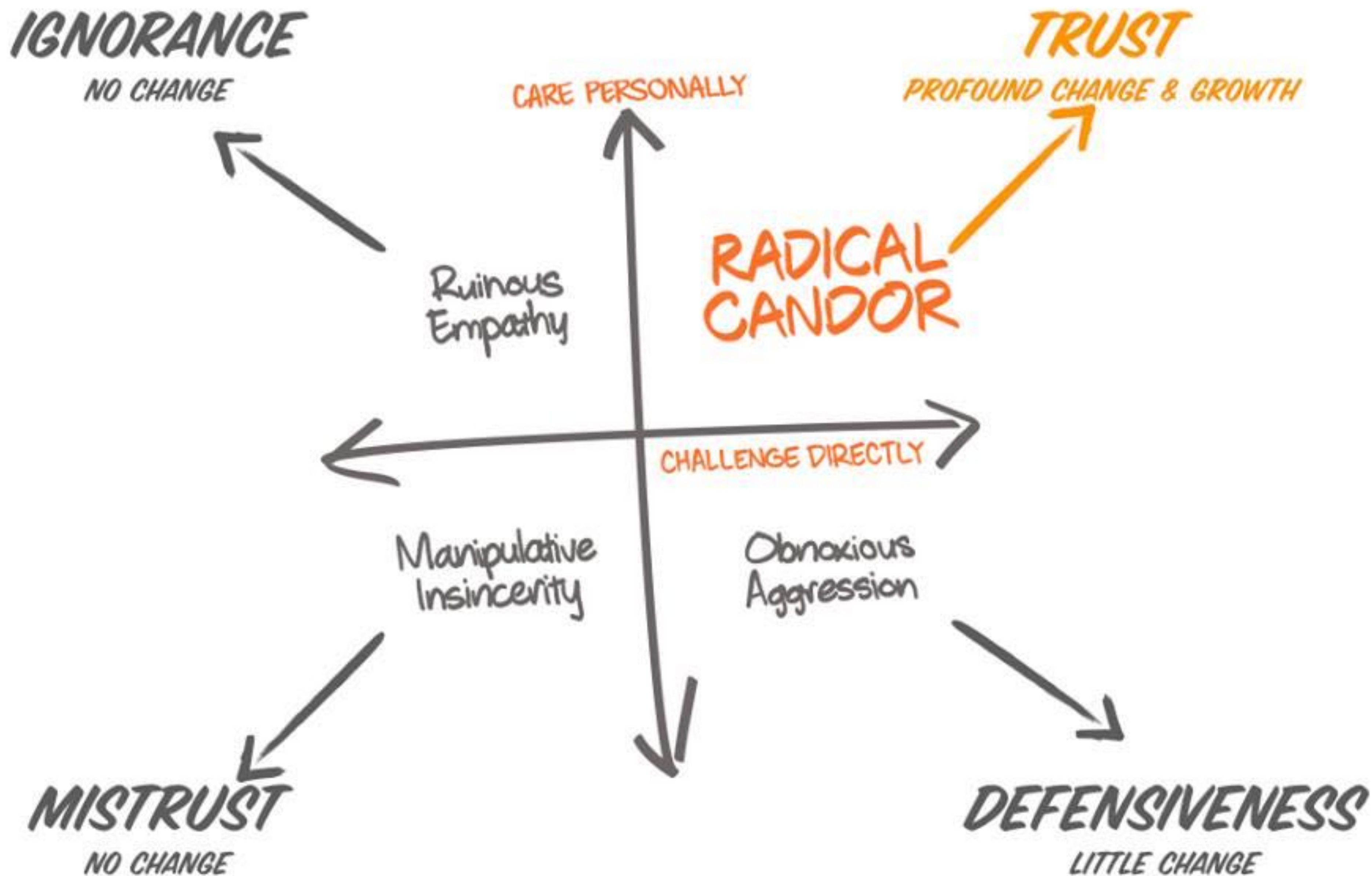
Obnoxious
Aggression

MISTRUST

NO CHANGE

DEFENSIVENESS

LITTLE CHANGE



5 minute break



BACK TO THE GRIND



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 are audience expecting?
- How much does the audience care?
- What is the audience is looking to get out it?

Audience

Especially for Data Science communication:

How much **domain** knowledge?

- The useful / risk of using jargon

How much **technical** knowledge?

- Do they know more than you?
- Are they a decision maker than might know less?

Intention

- Introduction / Starting the conversation
- Build awareness -> Inform / Teach -> Persuade
- Sales & Instruction: The transfer of enthusiasm

Medium

How is the information being communicated?

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

		Synchronously	Asynchronous
Electronic	Spoken		
	Written		
In-person	Spoken		
	Written		

**Remember a previous time you talked
in professional setting.**

Analyze it with AIM framework.

**3 minutes of think time.
Then we share!**

You just started a new job. Someone is being slightly mean to you, even after you politely asked them to stop it.

Using AIM, how would you communicate within the company?

