Wk	Weekly Topic & Assignment

11
 	
Mar 20
 	
To
 	
Mar 25
 	
`READ Locker Ch.11`
	5) Written techniques
	1. Persuasive problem solving
	  1.1. **Know your audience:** Tailor your message to the needs and interests of your audience. Understand their perspective and use language that resonates with them.
	  1.2. **Use emotional appeals:** Use expressive language and storytelling to connect with your audience. Persuade people with messages that evoke strong feelings.
	  1.3. **Provide evidence:** Use data, research, and other evidence to support your arguments. Build credibility to make your message more persuasive.
	  1.4. **Use social proof:** People are more likely to be persuaded if others have already adopted your position. Use testimonials, case studies, and other forms of social proof to demonstrate the effectiveness of your message.
	  1.5. **Address objections:** Acknowledge and address any complaints or counterarguments your audience may have. Illustrating you understand their concerns and have taken the time to consider alternative viewpoints.
	  1.6. **Be clear and concise:** Use clear and concise language to communicate your message. Avoid using jargon or technical terms.
	  1.7. **Call to action:** End your message with a clear call to action. Tell your audience exactly what you want them to do and provide a sense of urgency to encourage them to take action.
	2. Performance review
	  Collaboratation between the employee and the manager. Be open to feedback and encourage employees to share their thoughts and ideas on their performance and development.
	  2.1. **Objective evaluation:** Start by providing a balanced and accurate evaluation of the employee's performance. Use specific examples and data to support your assessment,and avoid making subjective judgments.
	  2.2. **Clear communication:** Use clear and concise language to communicate your evaluation. Be sure to explain your reasoning and provide feedback that is easy to understand.
	  2.3. **Strengths and weaknesses**: Discuss the employee's strengths and weaknesses constructively and supportively. Provide examples of how they have excelled and areas where they can improve.
	  2.4. **Goals and expectations:** Review the employee's goals and expectations, and evaluate their progress towards achieving them. Suggest how they can continue to develop and grow in their role.
	  2.5. **Recognition and praise:** Recognize and praise the employee's accomplishments and contributions to the team. Be specific and highlight how their efforts have positively impacted the company.
	  2.6. **Areas for improvement:** Offer constructive feedback on areas where the employee can improve. Be specific about what actions they can take to improve, and offer resources or support to help them achieve their goals.
	  2.7. **Development plan:** Work with the employee to develop a plan for their professional development. Identify areas where they can grow and set specific goals for improvement.
	  2.8. **Wrap-up:** End the review positively, highlighting the employee's strengths and contributions to the company. Offer support and encouragement as they continue to grow and develop in their role.