



Wk	Focus & Medium	Weekly Topic & Assignment	
1	(pg 1 of 2)	1.book.read.d1<ch.2>	<-- due wk1.d2
Jan 9 th to 14	Assignments	1.write.reflect.d2	<doc> due wk1.d2
		1.words.wordbook.d3	<doc> due wk2.d1 NEW <handing out in class>
	Announcements	1.write.item.d1<ch2>	<doc> due wk1.d2 ==>THIS DOCUMENT<==
	Week 1 Locker et al. Ch 2 Overview	<ul style="list-style-type: none"> As a refresher, all “write” tasks now have a Brightspace posting. Please help the instructor by copying and pasting text to both brightspace and google.sheets assign.submit tab in the rows designated with your name to support class corpus analysis work. Thanks! <hr/> <p>➤ Ch2 of Locker et al. discusses the importance of goodwill in communication. This form of business communication seats the customer as a partner and contributor to success. It neglects to mention that “yes” sticthfix may send flowers and a nice note, but it is also doing so because each click helps builds profiles of what clothes are trending and likely to purchase by H/M/L clients.</p> <p>➤ Communication channels, such as phone calls, letters, emails, texts, apps, web conferencing, etc., show companies will use whatever means necessary to reach their audience in a meaningful and responsive manner. Business automation facilitates this communication to help make more connections at the right moment. For instance, the custom pet food company, The Farmers Dog, will text you immediately at any time of day if there is an issue. Per Locker p37, this builds enormous trust and a positive emphasis, i.e., your dog matters, and our custom diet food and process helps.</p> <p>➤ Locker pg 38-47 reviews tone, pronouns, pointing the finger at someone versus implying a finger, titles, salutations, etc. I’ve experienced very tricky situations at hospitals and, as a result, use zero pronouns in client emails.</p> <p>➤ Please pay particular attention to people with disabilities and diseases by never referring to someone by their condition, blind see, wheelchair mobility, or victim but rather by indication. Generally, if you work in healthcare, precise language style guides are provided for you. Otherwise, don’t refer to a person by their indication, and you will be fine.</p> <p>➤ Curiously pg 50 mentions the email waste valley but doesn’t provide a meaningful future. Let me help. Email is GOING AWAY. If you work for a company and you spent 20% of your time emailing--change jobs. While seemingly normal/routine, its net productivity is massive corporate drain. Robotic hegemony will narrow this work with tools like Invisible. It only takes 3 clicks to now pay your verizon bill, the same will happen with email. Email type tools will remain for love notes and confirm legal matter items.</p> <p>➤ Future business production will operate on transactions and information flow systems detailing tasks^^. Slack is an email replacement, and I got <=5 emails per week at Alert Innovation, but it is many other productivity issues.</p>	
	Assignment Description 1 of 2	<p>1.write.item.d1<ch2></p> <p>^^ retrieved from https://screenrec.com/business-communication-app/email-alternatives/</p> <p style="text-align: right;">Assignment Part I:</p> <p>1.write.item.d1<ch2></p> <ul style="list-style-type: none"> ❖ v p.32, the description of "you attitude" will become natural to you as it's the primary way to step out of yourself into another's shoes, i.e., point of view. ❖ Write a 2-5 sentence paragraph answering 2.11, Locker p.57, Advising a hasty subordinate from "you attitude." This means to stop getting "flamed," your going to take ownership of everyone in the department on how you didn't understand their potential point of view 	

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1 Jan 9 th to 14 th	<p>(pg 1 of 2)</p> <p>Assignments</p> <p>1.write.item.d1<ch2></p>  <p><u>express yourself</u></p> 	<p>2.11 Advising a Hasty Subordinate</p> <p>Three days ago, one of your subordinates forwarded to everyone in the office a bit of email humor he'd received from a friend. Titled "You know you're Southern when . . .," the message poked fun at Southern speech, attitudes, and lifestyles. Today you get this message from your subordinate:</p> <div style="background-color: #ffffcc; padding: 10px; border: 1px solid #ccc;"> <p>Subject: Should I Apologize?</p> <p>I'm getting flamed left and right because of the Southern message. I thought it was funny, but some people just can't take a joke. So far I've tried not to respond to the flames, figuring that would just make things worse. But now I'm wondering if I should apologize. What do you think?</p> </div> <p style="text-align: right;">Assignment Part II:</p> <p>2.write.item.d2<ch2></p> <p>=> The opposite of the "you attitude" is, "I."</p> <p>Our class work focuses on tangible outcomes to help you feel good about yourself and express yourself like Madonna (in the 80s/90s, <u>express yourself</u> was a super original video.</p> <p>So put the video on and express yourself in terms of a written LinkedIn description of your personhood and skills.</p> <p>Don't worry. This won't be your final version!</p> <ul style="list-style-type: none"> • Get the deets on the page, so I have some content to help you craft a social media presence eliminating the sophomoric and casting your <u>crème de la crème</u>. <p>Example:</p> <p>About:</p> <p>I'm a technical curriculum developer, instructional designer, and university instructor who delivers effective learning experiences and creative content. Deep reengineering work and hands-on programming help me assess situations, decipher solutions, and bridge content to learners.</p> <p>Key offerings include</p> <ul style="list-style-type: none"> • Passion for instructing practice-oriented learning. • Proven skills in partnering with leaders and engineers to intuit goals and frame needs analysis. • Skilled at mapping an instructional designer's strategy and staging complex materials. • Need the complex explained? Rely on my keen grok skills to decipher, translate, and bridge content. • Do other people matter? Of course, tutoring a clinical associate to pass TEAS and start nursing school. • My engineered >_7_Pillars_of_Python course coming to ICARUS AI 1Q23.