


Wk	Focus & Medium Weekly Topic & Assignment
<p>11</p> <p>Mar 20</p> <p>To</p> <p>Mar 25</p>	<p>Applying persuasive Communication</p>  <p>DILBERT</p> <p>BY SCOTT ADAMS</p> <p>MAYBE YOU COULD REMOVE A FEW SLIDES TO MAKE YOUR DECK SHORTER.</p> <p>SO YOU'RE SAYING I SHOULD GIVE UP ON TRYING TO BE PERSUASIVE?</p> <p>NO, I'M SAYING IT WOULD BE MORE PERSUASIVE IF IT WERE SHORTER.</p> <p>SO YOU'RE SAYING THAT HAVING ZERO SLIDES WOULD BE THE MOST PERSUASIVE OF ALL?</p> <p>NO, I'M SAYING YOU HAVE MORE SLIDES THAN YOU NEED.</p> <p>SO YOU'RE SAYING PEOPLE DON'T NEED ACCURATE INFORMATION SO LONG AS THEY DON'T HAVE LOTS OF SLIDES?</p> <p>I'M NOT SAYING ANYTHING LIKE THAT!</p> <p>DID DILBERT HAVE ANY SUGGESTIONS?</p> <p>JUST CRAZY ONES.</p> <p>THIS ISN'T WHAT I WANTED.</p> <p>I KNOW.</p> <p>YOUR COMMUNICATION SKILLS ARE SO POOR THAT I GAVE UP TRYING TO UNDERSTAND WHAT YOU WANTED AND INSTEAD PUT SOME RANDOM NUMBERS ON A SPREADSHEET.</p> <p>WHY DIDN'T YOU JUST ASK ME TO CLARIFY?!</p> <p>APPARENTLY YOUR LISTENING SKILLS NEED WORK TOO.</p>

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<div data-bbox="87 184 168 243">11</div> <div data-bbox="110 258 162 317">Mar 20</div> <div data-bbox="110 352 146 380">To</div> <div data-bbox="110 415 162 474">Mar 25</div> <div data-bbox="87 506 175 598"> READ Locker Ch.11 </div>	<div data-bbox="199 170 781 205"> Applying persuasive Communication </div> <div data-bbox="199 247 816 283"> 1) What is persuasive communication </div> <div data-bbox="224 283 1289 579"> <ul style="list-style-type: none"> i. Perhaps one of the most valuable skills in the world. ii. Postive, unwavering energy. iii. A means of openign doors. iv. Sincerity and more sincerity with empathy. v. Are target audiences needs being meant? vi. Use of admiration and respect to build trust. vii. Carefully designed messages to influence thinking. viii. properly pronounced words, usage, facts, and statistics. </div> <div data-bbox="1154 357 1536 390"> Takes time to mature! </div> <div data-bbox="199 617 870 653"> 2) What isn't persuasive communication </div> <div data-bbox="245 653 1135 875"> <ul style="list-style-type: none"> a) Getting your needs met. b) Unplanned communication. c) Not leading by example. d) Poor dress, mannerisums. e) Claptrap, browbeating, strong-arming, snake-oil. f) In-authentic self, beliefs, and motives. </div> <div data-bbox="1180 581 1536 882">  </div> <div data-bbox="199 913 693 949"> 3) The mechanics and process </div> <div data-bbox="245 951 1404 1398"> <ul style="list-style-type: none"> • Orient yourself around the needs of others. • display abundant patience and support. • supply validation when possible. • display unwavering positive energy. • identify yourself with prestigious institutions and people. • preserve your image by avoiding socially unacceptable behavior. • pay close attention to your appearance and presentation. • use language that specially relates to your audience. • cite data and statistics only when they're accurate. • mirror your audience's needs, hopes, and aspirations. </div> <div data-bbox="199 1440 854 1478"> 4) Writing persuasive problem solving </div> <div data-bbox="245 1480 1278 1606"> <ul style="list-style-type: none"> A. I share your vision. B. We're on our way. C. Bob, your one of the most creative manager's I've meant. </div> <div data-bbox="199 1675 1497 1715"> 5) Written communication: performance reviews, recommendations, reporting </div> <div data-bbox="199 1789 1135 1829"> 6) homework: draft three memos by persuasion category </div>
