



ADVANCED COMMUNICATION

Write Right, Speak Smart: Mastering Ethical and Effective Communication in the Workplace

TERM 2 | A.Y. 2024 - 2025

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Opening Prayer

Heavenly Father, we gather here today with grateful hearts, seeking Your guidance and wisdom as we embark on our journey of learning in Advanced Communication. Grant us clarity of mind and eloquence of speech, both in speaking and writing, so that we may convey our thoughts effectively and with compassion.

May our interactions be marked by respect, integrity, and a deep commitment to truth, reflecting the core values of our beloved institution. Bless our endeavors with Your grace, that we may grow not only in knowledge but also in character, fostering a community of learners dedicated to the pursuit of excellence and the betterment of society.

Amen.

Learning Targets



I can identify the key communication principles and channels in professional settings.



I can discuss the ethical principles in professional settings.



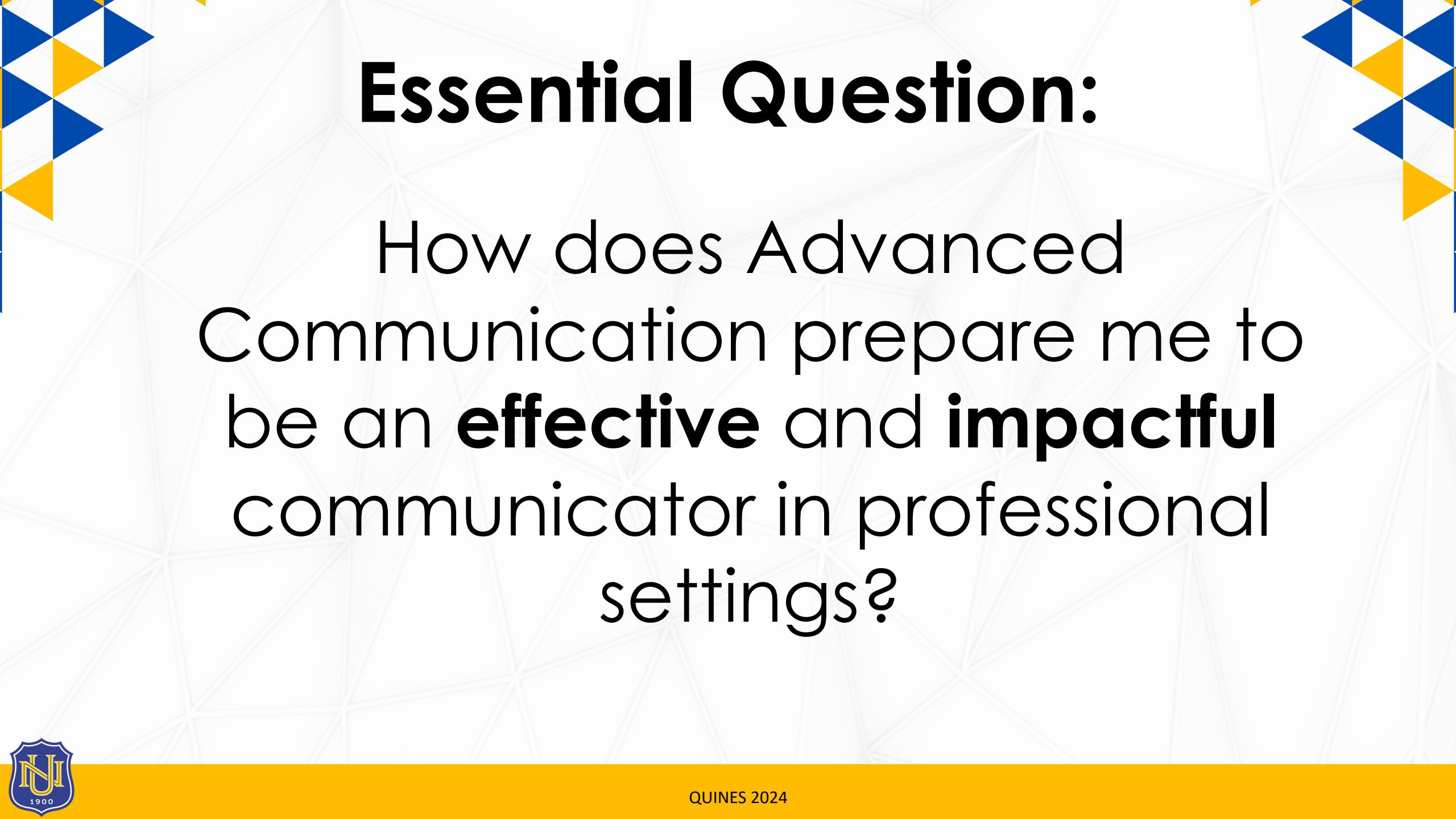
I can analyze and evaluate ethically challenging workplace situations to understand the role of honesty, respect, and transparency.



I can demonstrate effective communication techniques in collaborative workplace scenarios, applying communication and ethical principles and appropriate communication channels.

Essential Question:

How does Advanced Communication prepare me to be an **effective** and **impactful** communicator in professional settings?





Focus Question:

How can effective and ethical communication help us build trust and succeed in the workplace?





Effective Communication A

Does the video clip show effective and ethical communication at work?





Pause and Think...

What does effective
communication at work
mean to you?



Learning Targets



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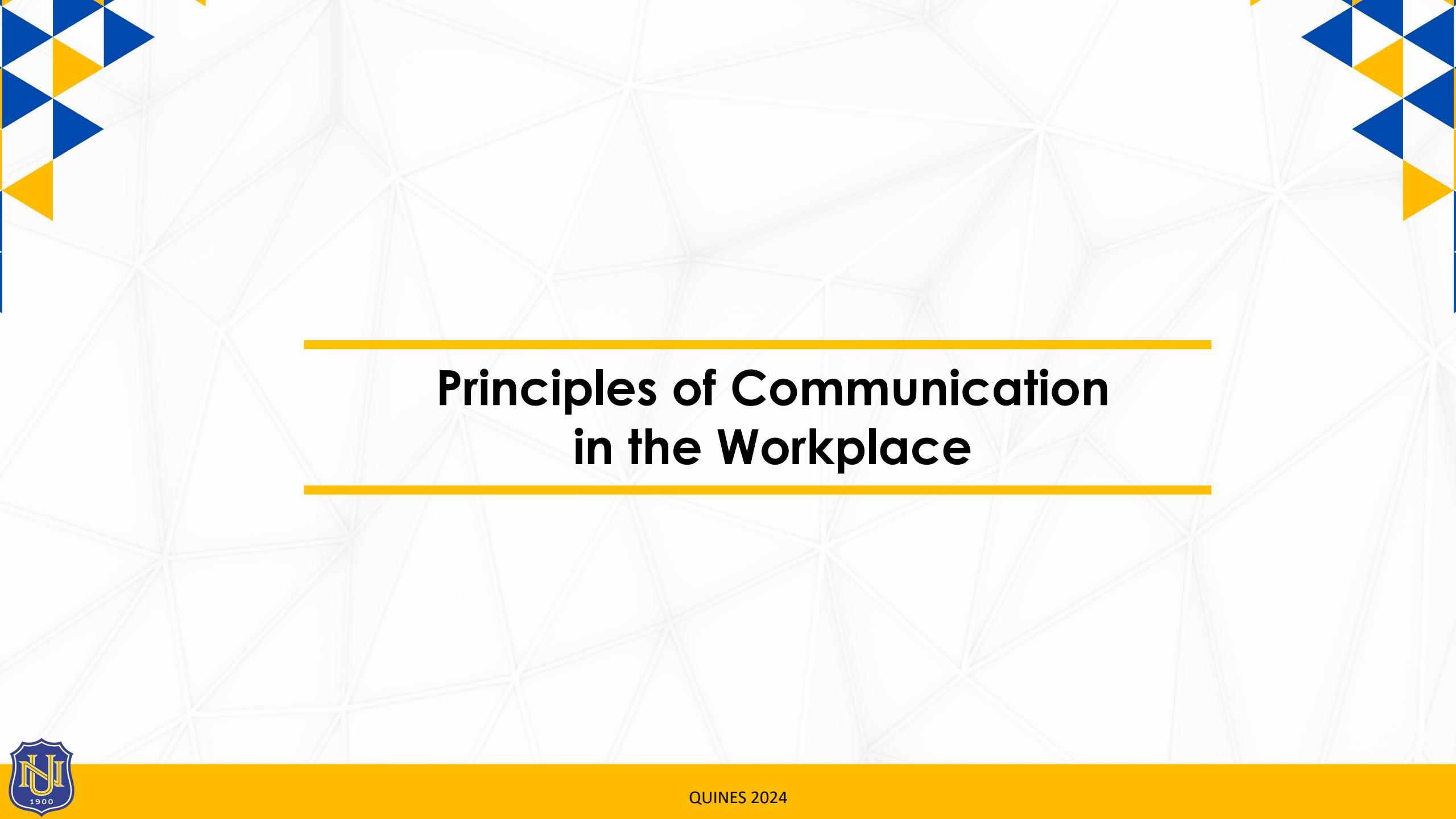
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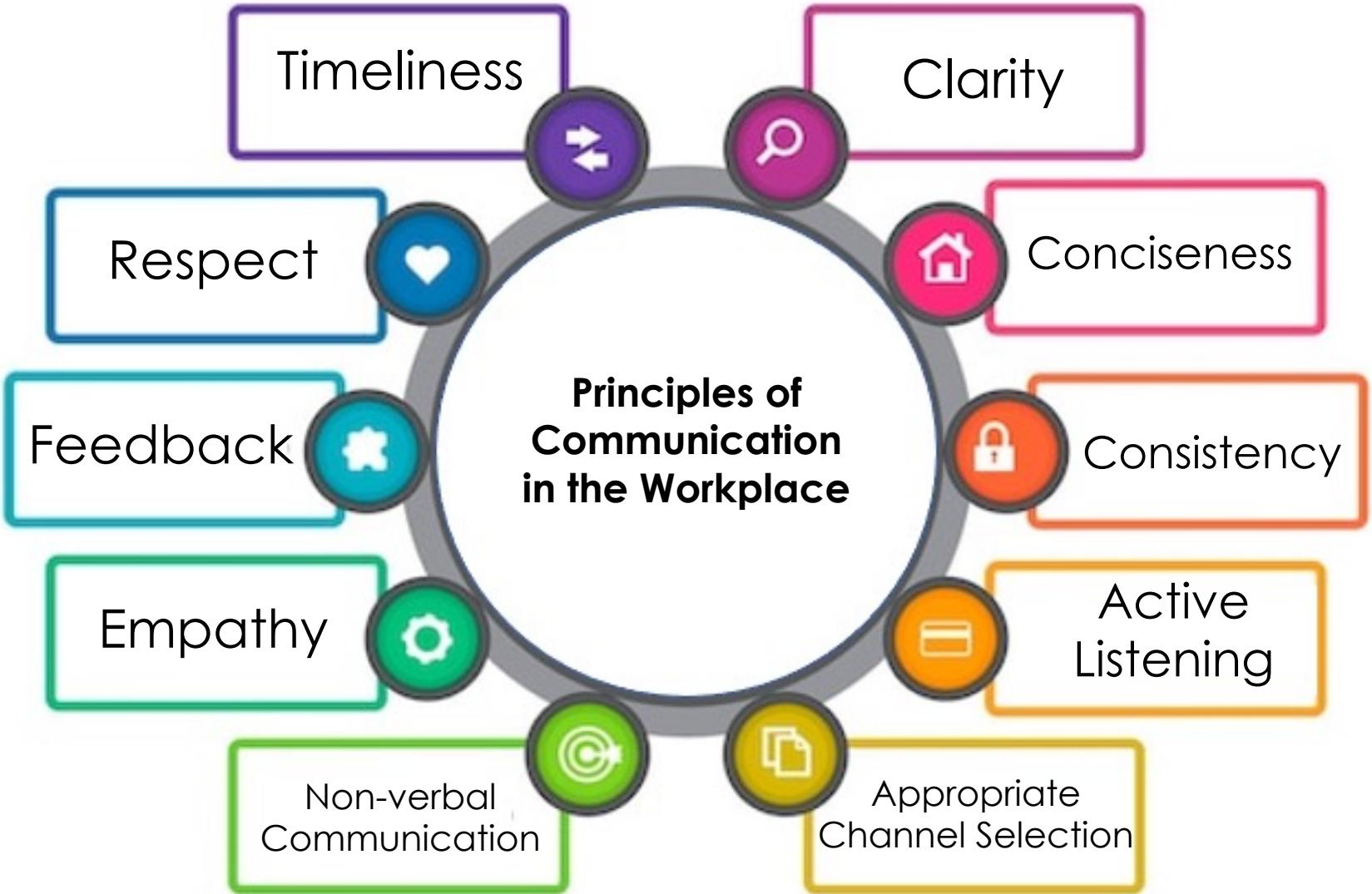


Demonstrate effective communication techniques in collaborative workplace scenarios, applying communication and ethical principles and appropriate communication channels.



Principles of Communication in the Workplace





Clarity

- Ensuring that your message is clear and understandable.
- Using simple language and avoid jargon unless necessary.





Conciseness



- Being direct and to the point.
- Avoiding unnecessary details that may confuse the main message.

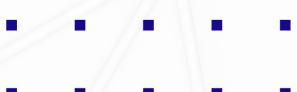




Active Listening



- Fully engaging in conversations by giving your full attention to the speaker, asking questions, and providing feedback.





Consistency



- Providing a consistent message to avoid misunderstandings and build trust over time.



Appropriate Channel Selection



- Choosing the right medium for communication based on the message's purpose.





Non-verbal Communication



- Understanding that body language, eye contact, and facial expressions can reinforce or contradict spoken words.



Empathy

- Being aware of and considerate toward the feelings and perspectives of others to create a supportive and collaborative environment.





Feedback



- Giving and receiving constructive feedback that promotes growth and improvement.



Respect

- Communicating in a manner that shows appreciation for others' ideas, opinions, and roles in the workplace.





Timeliness



- Responding promptly and appropriately to communication to keep workflows efficient and relationships strong.





Effective Communication Clip B

Does the video clip show effective and ethical communication at work?





ACTIVITY



Analyze Me!

Instruction:

- Identify and evaluate which principles of workplace communication were adhered to or neglected in this situation.



Analyze Me!

The marketing department of a company is having a project review meeting for a recent campaign. Sarah, the team leader, has called the meeting to discuss the results and gather feedback. During the meeting, she begins by presenting the data from the campaign, emphasizing the positive outcomes but quickly moving over the challenges faced. Some team members, like Alex and Priya, try to raise issues they encountered, such as unclear deadlines and inconsistent feedback during the project. However, Sarah dismisses their concerns, stating, “We’re here to celebrate our success, not dwell on problems.”

The meeting ends with a brief summary, and Sarah instructs everyone to email her any additional thoughts, saying, “I’ll take a look when I get a chance.”



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Principles Adhered To:

1. Clarity

✓ Sarah presented the data clearly, focusing on the positive outcomes of the campaign.

2. Appropriate Channel Selection

✓ The **meeting** itself was an appropriate channel for a group discussion and sharing campaign results.



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The meeting ends with a brief summary, and Sarah instructs everyone to email her any additional thoughts, saying, "I'll take a look when I get a chance."

Principles Neglected:

1. Active Listening

- Sarah did not demonstrate active listening when Alex and Priya tried to bring up challenges.

2. Respect

- By dismissing the team members' concerns, Sarah failed to show respect for their experiences and feedback.

3. Transparency

- Sarah focused only on the positive aspects without addressing the challenges faced during the campaign.

4. Feedback

- While Sarah mentioned sending additional thoughts via email, the phrase "I'll take a look when I get a chance" suggests a lack of urgency or interest in meaningful feedback.

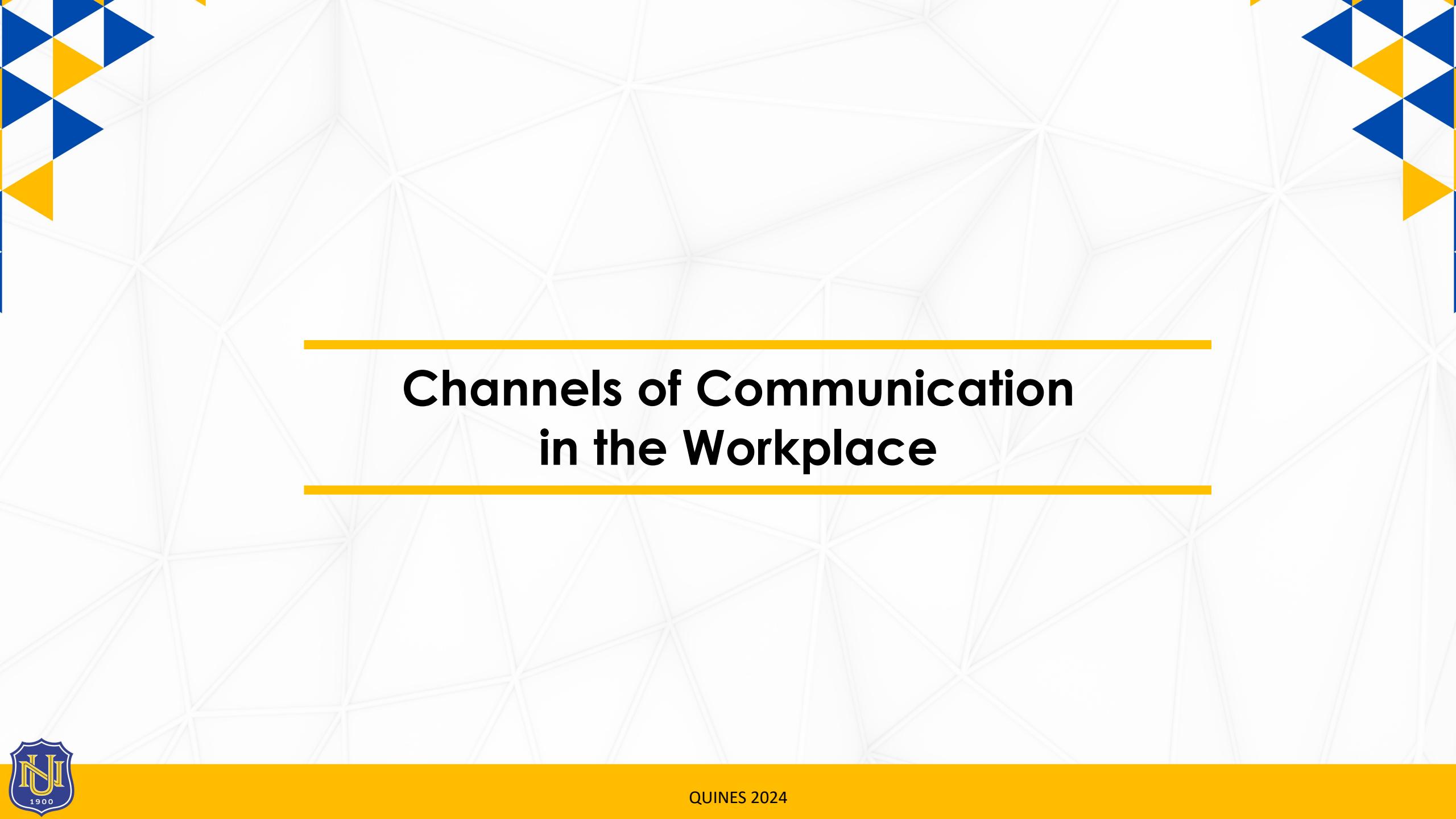




Focus Question:

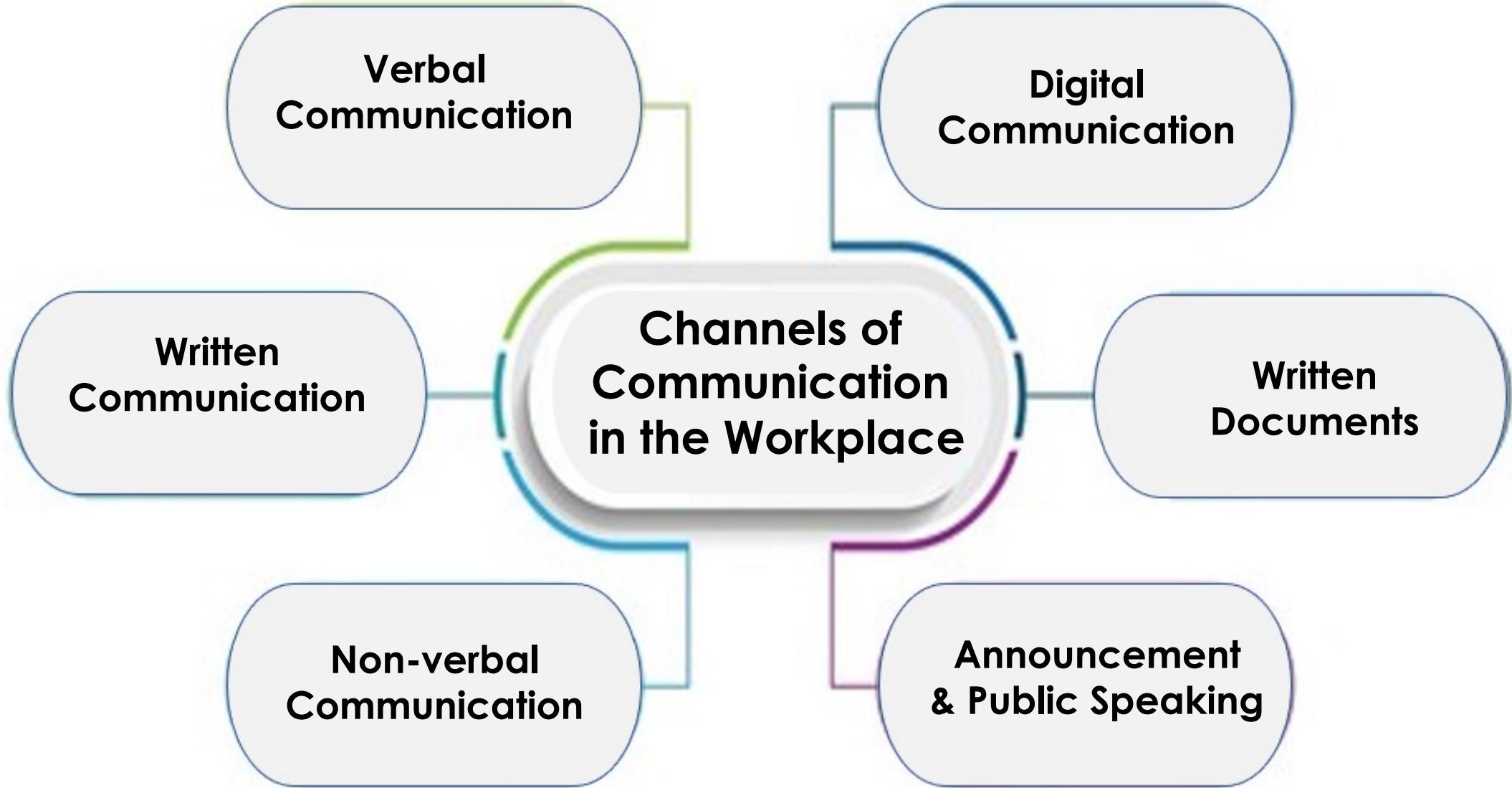
How can effective and ethical communication help us build trust and succeed in the workplace?





Channels of Communication in the Workplace



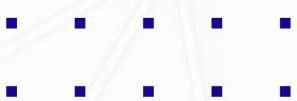




Verbal Communication



- 1. Face-to-Face Meetings** - Direct, personal interaction for clear and immediate feedback.
- 2. Phone Calls** - Useful for quick discussions or when physical presence isn't possible.
- 3. Video Conferencing** - Combines visual and verbal elements, ideal for remote teams.





Written Communication



- 1. Emails**- Common for formal communication, documentation, and follow-ups.
- 2. Reports and Memos**- Detailed information sharing and official documentation.
- 3. Instant Messaging**- Quick, informal conversations using platforms like Slack or Microsoft Teams.





Non-verbal Communication



- 1. Body Language**- Includes gestures, posture, and facial expressions that complement verbal messages.
- 2. Visual Aids**- Presentations, infographics, and charts used during meetings to support spoken communication.



Digital Communication



- 1. Project Management Tools**- Platforms like Asana, Trello, and Monday.com for collaboration and updates.
- 2. Intranet Platforms**- Internal networks for sharing resources and company updates.
- 3. Social Media Channels**- Used for external communication and brand engagement.



Written Documents



- 1. Company Newsletters-** Updates and announcements distributed within the organization.
- 2. Training Manuals-** Guides for onboarding and skills development.



Announcement and Public Speaking



- 1. General Assembly of Company Employees-** These assemblies bring all employees together for important updates, shared vision, and major company news.
- 2. Presentations and Speeches-** These can include reports, project updates, or motivational talks, delivered with visual aids like slides to enhance understanding and engagement.



Focus Question:

How can effective and ethical communication help us build trust and succeed in the workplace?





ACTIVITY





Analyze Me!

Instruction:

- Identify and evaluate whether the communication channel in the situation (the group chat) was appropriate for delivering important project updates.

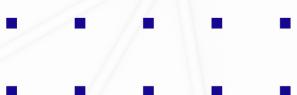


Analyze Me!



The design team at a tech company is approaching the deadline for an important client project. Late on a Friday afternoon, the project manager, James, realizes that there are updates on the client's requirements that could impact the final output. Instead of calling a quick team meeting or sending an email, James decides to post the update in the team's group chat on a messaging app they use for quick, non-urgent conversations.

Over the weekend, some team members, like Lisa and Mark, did not see the message until late Sunday night, while others, like John, saw it immediately and started making changes to their work. By Monday morning, there is confusion and uneven progress within the team, leading to frustration and delays in finalizing the project.





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Inappropriate Choice

➤ The **group chat** used for quick, non-urgent messages was not an ideal channel for communicating important project updates that affect the entire team. **Group chats are often informal and can be overlooked, especially during off-hours, leading to missed information.**



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Proposed Effective Communication Channel:

- 1. Email for Formal Communication:** James should have used email to provide a detailed, documented update on the project changes.
- 2. Team Meeting or Call:** Scheduling a brief team meeting or call before the end of the day on Friday would have ensured that all team members were aware of the changes, had a chance to ask questions, and understood the action steps needed over the weekend.



Learning Targets



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Ethical Communication Principles in Professional Settings



Honesty



Respect



Transparency



Fairness



Accountability



Confidentiality



Honesty



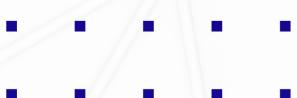
Communicating
truthfully and
transparently
without misleading
others.



Respect



Valuing others' perspectives, listening without interruption, and addressing





Transparency



Being open about the processes, decisions, and changes that affect the team.





Fairness



Treating all colleagues equally, without bias or favoritism.





Accountability



Taking responsibility
for your words and
actions.

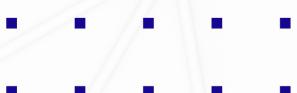




Confidentiality



Keeping sensitive information private and sharing it only with appropriate parties.





Focus Question:

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ACTIVITY



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Instruction:

- Identify and evaluate which ethical principles of communication were adhered to or neglected in the situation.

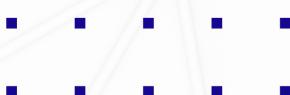


Analyze Me!



In a busy hospital, Nurse Anna receives a report from a physician detailing a patient's complex condition and treatment plan. This information includes both positive aspects, such as signs of recovery, and concerns, such as potential complications. Nurse Anna must relay this information to the patient and the patient's family. During the conversation, she emphasizes only the positive aspects, saying, "Everything looks good, and there are signs of improvement," while downplaying potential complications to avoid distressing the family.

Later, another nurse, Mark, notices that the detailed report includes notes about potential risks that were not discussed with the patient's family. Mark wonders if Anna's approach to communication was to keep the family's spirits up or if it was avoiding transparency that could impact their ability to make informed decisions.



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Principles Adhered to:

1. Respect

- ✓ Nurse Anna showed respect by trying to protect the emotional well-being of the patient's family, demonstrating empathy for their potential distress.

2. Confidentiality

- ✓ She adhered to maintaining patient privacy by not disclosing any information beyond what was necessary for the conversation.



Analyze Me!



Ethical Principles Neglected

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Later, another nurse, Mark, notices that the detailed report includes notes about potential risks that were not discussed with the patient's family. Mark wonders if Anna's approach to communication was to keep the family's spirits up or if it was avoiding transparency that could impact their ability to make informed decisions.

1. Honesty

- By not fully disclosing the potential complications, Nurse Anna failed to be entirely honest with the patient's family.

2. Transparency

- The lack of disclosure about potential risks did not align with transparent communication, which is crucial for informed patient decision-making.

3. Accountability

- By omitting critical information, Nurse Anna avoided full responsibility for conveying the complete condition of the patient, which could impact the family's understanding and decisions.



Learning Targets



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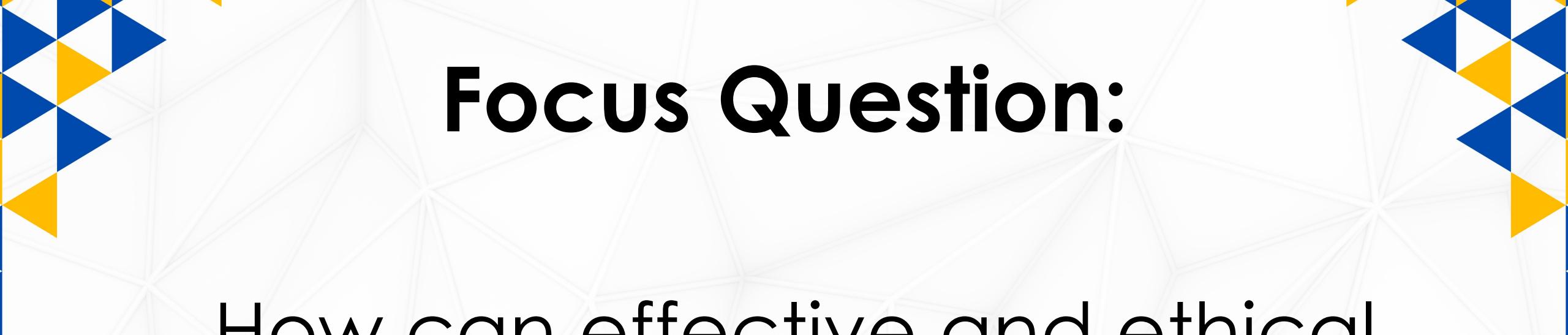
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ACTIVITY



CASE STUDY ANALYSIS

Instructions:

1. Read and understand the case assigned to your group.
2. Identify the main communication issues in the case.
3. Determine which ethical principles were adhered to or neglected (e.g., honesty, transparency, confidentiality).
4. Evaluate the appropriateness of the communication channels used.
5. Brainstorm alternative communication strategies and propose how these could address the issues more effectively.

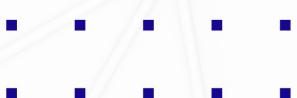


GROUP 1



Situation: Confidential Email Mix-Up

A project manager, Sarah, sends an email containing sensitive project updates to her entire department instead of only the intended leadership team. The email includes proprietary client information that should not be shared widely. Some employees express concerns over how this breach might affect trust within the company and its clients.



GROUP 2

Inadequate Feedback Channel

John, a team leader, gives critical feedback to an employee, Lisa, through a group chat instead of a private message. The feedback, though constructive, makes Lisa feel embarrassed in front of her peers. This incident affects her confidence and work performance.



GROUP 3

Exaggerated Performance Review

During a quarterly review, James, a department head, praises his team's work excessively, even though some areas need significant improvement. He chooses not to address these shortcomings to keep morale high. Team members are later surprised when a project faces issues because the areas of improvement were never tackled.



GROUP 4

Withholding Critical Project Details

Nina, a project coordinator, learns that an important client is considering changing some project requirements. She decides to wait until the next scheduled team meeting to share the update, thinking it's not urgent. By the time the team learns about it, they have already made progress based on the original plan, resulting in wasted time and resources.

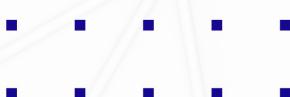


GROUP 5

Public Recognition and Team Tension

Alex, a supervisor, recognizes only a few team members for their contributions to a successful project during a department meeting.

Although everyone worked equally hard, some employees feel overlooked and undervalued, leading to resentment.



GROUP 6

Sharing Sensitive Patient Information

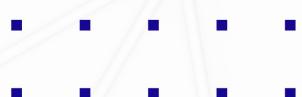
In a hospital setting, Nurse Karen accidentally shares a patient's treatment details with the patient's extended family, not realizing the patient preferred to keep this information confidential. The patient later confronts Nurse Karen, expressing their disappointment and loss of trust.



GROUP 7

Conflict Avoidance During Team Meeting

During a team meeting, Project Manager Mark receives questions from his team about delays and budget constraints. To avoid conflict and maintain a positive tone, Mark chooses to answer vaguely and not disclose full details. As a result, the team leaves the meeting confused and unsure of their next steps.

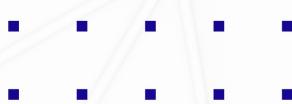


GROUP 8



Miscommunication Between Departments

Emma, head of the IT department, sends out a mass email to announce system updates that will impact workflow. The email contains technical jargon that the non-IT departments find confusing, resulting in misunderstandings and a lack of preparation for the downtime.





Group Presentation



**Ethical communication
builds trust and unity,
Clear channels and
truth bring opportunity.**

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HAPPY LEARNING!

“Great communication begins with connection.”

-Oprah Winfrey

