

Foundations: Communication Analysis

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Sample

Dear Mitchell Family,

Aloha and welcome to the Kapalua Bay Hotel. Thank you for choosing our resort for your vacation in paradise. We hope that your stay with us will be an enjoyable one.

I would like to apologize for any inconvenience you may have experienced upon your arrival here.

If there is anything we can do to make your stay more comfortable, please do not hesitate to contact me at your convenience. Thank you, once again, for choosing the Kapalua Bay Hotel. Have a wonderful stay.

Warmest Aloha

Sample

UNIVERSITY OF MINNESOTA

Gopher GigaNet, The New Campus Network

Network Upgrade Announcement

Core Cutover set for August 14, 2017

The core network infrastructure will move to
the new network over the weekend.

Building equipment installations continue through December

Find out more at www.umn.edu/nts/networkupgrade

Questions/Reporting outages: help@umn.edu

or call: 1-HELP

Characteristics of Business Communication

- Audience-focused
- Honest
- Clear
- Accurate
- Comprehensive
- Accessible
 - o Designed to be easy to both read and follow for multiple audiences.
 - o Uses lists and headings instead of large blocks of texts.
 - o Uses vocabulary and content appropriate for the audience.
- Concise
- Professional in appearance
- Correct

Communication Analysis

Any time you try to communicate a message, it is always best to stop and think about the context in which your message will appear—to evaluate all the elements that might influence your message. In particular you should pay attention to the following factors.

Purpose: What do you want to have happen as a result of your message? Why are you communicating this message? Try to phrase this simply and clearly in “I want...” statements.

Audience: Who will be receiving and acting on your message? It is always vital to consider your message from the point of view of your audience.

Some questions you **must** answer include:

- What are their key concerns? What does this audience care about most in this context?
- How will your message impact this audience?
- How will the audience be likely to respond?
- What will be their likely objections to your idea?

You might also want to address:

- What will the audience want to hear? What do they need to hear?
- What do they want to get out of the situation?
- Are there cultural, historical, political, ethical or other considerations that may affect their response?

Medium (Approach, Message): Given your audience, your purpose, and the perception you wish to convey, what approach will be the most effective? What should you say, write, or do to most effectively get your message across to this audience and accomplish your purpose?

Consider the following questions:

- Medium—will you use phone, email, memo, letter, fax, face-to-face conversation or another method?
- Anticipated audience response—welcoming? antagonistic? helpful?
- Audience needs and goals—what do they want? What do they need?
- Persuasive appeals—what will your audience find most persuasive? Logic, data, facts, stories, examples, emotional appeals?
- Approach—will a direct or an indirect approach work best?
- Tone—do you want to sound forceful or accommodating?

Perception: How do you want to be perceived by your audience? What do you want them to think about you? What image would you like to convey?

Communication Analysis Chart

Analysis	Message
Purpose <ul style="list-style-type: none">• What do you want?	I want....
Audience <ul style="list-style-type: none">• Who are they?	What appeals will they respond best to? Emotion? Reason? Logic? Examples? Authority? Stories? Analysis? Details? Big picture? Status? Altruism? Self-interest?
Audience <ul style="list-style-type: none">• What do they want?• What will you say?	How does your purpose address the audience's needs?
Audience <ul style="list-style-type: none">• What will they object to?• What will you say?	How can you explain or refute potential roadblocks or objections to your purpose?
Medium <ul style="list-style-type: none">• How can you best reach your audience?	Email? Phone? Face to Face? Letter? Presentation? Meeting?
Perception <ul style="list-style-type: none">• How do you want to be perceived?	What will you say and do to create the right image?

Sample Communication Analysis

Analysis	Message
Purpose	I want my company to use Facebook, LinkedIn, and other social media sites to aid in recruitment of new corporate talent.
Audience Who are they?	This decision would fall to the two human resources managers. They will have to consider the effects of this change from the perspectives of budget/financial officers and their talent acquisition team, both of which are groups they will most likely look to for feedback. They will respond best to clear facts, figures and information about how this move would positively work with the brand's values and promise. Examples of competitors currently using this strategy would get attention.
Audience What do they want?	<i>Wants:</i> The HR managers do not want to increase recruiting costs, especially during a time where cuts are being made across the corporation. They want to reduce employee turnover and bring in well-educated, highly sought-after employees.
What to say?	<i>Message:</i> I will present recent figures detailing the number of professionals using social media networks and the low-cost or no-cost options available to all organizations. I will explain the value of online profiles and networks as a replacement to the traditional resume and cover letter. Also, I will detail the importance of social media sites in networking with highly valued passive candidates (those who may be the best in their position but are currently employed with another organization).
Audience Objections	<i>Objections:</i> Concerns will be raised about the cost of implementing a new strategy, from the social media site fees to the cost of training current employees to utilize these new techniques. Also, they will raise concern about the possibility of damaging the brand through the use of social media, fearing the company's name could be tarnished in a public forum or that using social media will make the company appear less credible and professional.
What to say?	<i>Message:</i> Again, I will emphasize the many online networking sites that include low- or no-cost tools. This would also be an ideal time to reference moves in this direction by our competitors and discuss how adopting this strategy now will put us in a better position as online networking and interactions are becoming an ever-increasing part of our business world. The HR managers will also need to hear of the security features that will limit our viewed content to only that which is provided internally (no external postings). Finally, I would compare different social media sites to display their individual characteristics and showcase how some sites are even specifically geared toward professional networking.
Medium How to reach audience	A presentation would be the best way to deliver this message, as the HR managers could invite other stakeholders involved in this decision to attend, process information and ask questions. Also, a presentation would allow for me to deliver my suggestions with their full attention and present them with documented information they can use as reference material at a later date.
Perception	I want to be perceived as concerned with the well-being and values of the company and both knowledgeable and adamant about the necessity for incorporating this strategy into current practices.

THOS. MOSER
SAMPLE
CABINETMAKERS

January 14, 2016

Dear Friend,

I learned early on that keeping promises to customers is the bedrock of business, and if you meet or exceed expectations you are well on your way to success.

This past August, we found that standard hard to uphold. In an attempt to attach structure to our business, we connected to a new computer system (we have brought the Pentagon to Maine!). According to a friend who is “in computers” at Harvard, the type of conversion we underwent is analogous to a heart transplant. I think in our case, she underestimated the impact. When implemented, the new system uncovered all kinds of past administrative failures, from scheduling to purchasing to inventory control. It took us nearly four months to adapt to this system.

Meanwhile, we found ourselves over committed to customers to such an extent that we risked missing promise dates. We simply could not make enough furniture to keep our promises. What to do?

Beginning in October, each cabinetmaker was asked to work eight hours of overtime per week. All other employees, from accounting, engineering, sales and marketing, were asked to put in two evenings per week making furniture until we could get back on track with meeting our delivery dates. Not since World War II have I seen such a concerted effort. It’s been wonderful to see individuals pulling together for the good of all. The “Big Push” lasted three months, and the transplant has healed.

To the few customers whose promised dates were not kept, I sincerely apologize. Thanks to our staff’s exceptional effort, broken promises were few. In the end, new friendships were formed, a new level of mutual respect was gained by all, and a deeper understanding of our craft was achieved.

Keeping promises is what it’s all about.

Sincerely,

72 Wright’s Landing
PO Box 1237
Auburn, ME 04211
TEL. 800-708-9703

Showrooms:
149 Main Street
Freeport, MN 04032
TEL. 207-865-4519

699 Madison Avenue
New York, NY 10021
TEL. 212-753-7005

3395 Sacramento Street
San Francisco, CA 94118
TEL. 415-931-8131

Foundations:

Social Media Speech and Deck

Social Media Speech with PowerPoint Deck Assignment Description

Option one: Pick a company or non-profit and follow all its social media channels for one month—pay attention to apps, Facebook, YouTube, Instagram, Twitter, Snapchat, etc. Whatever channels it uses, monitor them for long enough to get a clear sense of how the company is using these channels (usually about one month; you'll likely have to go back through older posts). Your deck will provide a SWOT analysis of the company's social media efforts and make specific recommendations for improvement. You must approve your company with me before you start this project. I will want to know what company you picked and what channels it uses.

Audience: The communications/marketing department of the company you have monitored.

Option two: Pick one social media channel (Facebook, YouTube, Instagram, Twitter, Snapchat, etc.), one industry, and three representative companies or non-profits in that industry. Monitor that channel for those companies for long enough to get a clear sense of how each company is using this channel (usually about one month). For example, you could pick coffee shops and Twitter and monitor the Twitter feeds of Starbucks, Caribou, and Dunn Brothers for one month. Your deck will point out best and worst practices and make recommendations to a new industry entrant (for example a new start-up coffee shop) about the best ways to use this channel. You must approve your companies with me before you start this project. I will need to know what companies you have picked and what channel you are following.

Audience: The communications/marketing department of the new start-up company.

- **Deck: 700 word maximum (intro through closing): 100 points**
- **Speech: 5 minutes plus 3 minutes Q/A: 20 participation points**
- **Peer critiques: 2 forms, 10 participation points each**

You will need RESEARCH and evidence that support your recommendations. They should not just be your opinion. Use social media research, case studies, and examples from other companies to show that your recommendations are sound.

Foundations: Social Media Speech and Deck

Key questions to consider:

- What are the company's goals for social media? What is the purpose for this tool—Branding? Advertising? Customer relations? Market research?
- What audiences is the company trying to reach?
- Are different channels more appropriate for different audiences?
- Does the channel's content fit the audience?
Does the company get tone and content right?

You will deliver this speech in a small group in a breakout room. You will prepare a PowerPoint deck (written-slide format, not visual-aid format) and use it as a reference during your presentation. You will provide copies of your deck to your audience members for use during your speech. However, you should not simply read the deck; you will discuss it and verbally walk your colleagues through your points.

You will complete peer evaluations for the other speakers in your group. They will also evaluate your presentation. These peer evaluations will be turned in, and then they will be given to the speaker. Each group will be responsible for managing team-meeting dynamics, including staying on time.

Steps to Complete this Assignment:

1. Monitor roughly a month's worth of social media posts, across all channels.
2. Research your idea further. Significant research means using databases, the library, experts, librarians, and articles—go beyond a Google search.
3. Create your PowerPoint deck. (We will further discuss guidelines in class).
 - a. Remember, a deck is a written document. It is not a visual aid to be projected on a screen. Instead, it takes the place of a formal, traditional report. So, although you are creating it in PowerPoint, it can be much more text-heavy (but still skimmable) than visual aids. Review the chart on page 108 with the characteristics of document slides. See the deck samples posted on Moodle.
 - b. This should be a standalone document. It should not need a speaker to further explain things. You could send it to someone who couldn't attend the presentation, and he or she would completely understand it.
 - c. Be sure to use summary/message headings on your deck pages along with other techniques, like subheadings and bullet points, for easy and clear reading, including summary headings. Keep in mind that overusing bullets does not improve skimmability.

Foundations: Social Media Speech and Deck

- d. Use charts, graphs, and images to quickly convey key points.
 - e. Adhere to the 700 word maximum—the introduction through the closing. This excludes the executive summary, agenda, footnotes, bibliography. Do not exceed the word limit.
 - f. Review the deck evaluation sheet as you write—include all the required elements.
 - g. Bring copies for your team members: You may print two slides to a page (just be sure you use the horizontal page layout. Black & white is okay. Each slide must have a page number.
 - h. Email the final copy of your deck to me.
4. Prepare your five-minute presentation. You will present your deck as handouts to your audience while sitting around a meeting-room table; there will be no projector in the room. Do not read or memorize your presentation. Refer to the deck by page number as you conversationally walk your audience through your main points. Start by catching attention, stating your main recommendations, and giving an agenda. Do not cover the executive summary in your speech. Just give the agenda. Continue by providing a clear description of your approach to this case.
 5. Anticipate the kinds of questions your audience is likely to ask and plan for a three-minute question/answer session at the end. The audience will not interrupt you and ask questions during your opening five minutes.
 6. Give a strong, memorable wrap-up after questions are done to close the presentation.

Note: Some deck samples from previous classes are posted on the course Moodle site. Even though these decks address different topics, it would be a really good idea to spend some time reviewing them. It will give you a better understanding of how a deck differs from visual aids.

Social Media Deck Requirements

- **Title page slide**—informative title; date; your name; an interesting visual element
- **Executive summary slide [usually about 100–150 words, labeled “Executive Summary”]**
 - Skimmable
 - Summarizes all key points—your analysis, your recommendations, and your evidence supporting those recommendations.
 - If your audience only read this slide, they would have the most compelling information needed to make their decision about your recommendation.
- **Agenda slide**—list the key elements or sections of the deck [label it “Agenda”]
- **Introduction slide [label this “Introduction”]**
 - Provide a general introduction to the key issues this company must address regarding social media. Issues like: What are key trends and changes that it must consider? What audiences should it be addressing with which specific channels? What is the purpose of social media for this company? What is it trying to accomplish with each channel?
- **Content slides [each slide should have a summary heading]**
 - Analyze current best and worst practices; give specific examples from the monitoring that you have done.
 - Make specific recommendations for improving the company’s social media use.
 - Include compelling evidence (correctly cited) showing that these recommendations will help the company to better achieve its goals.
 - Use footnotes or parenthetical citations for the evidence you give to support your position. You do not need to cite examples taken from the companies you are monitoring; you do need to cite outside sources and other research.
- **Closing** [label this “Closing” or “Conclusion”]: Wrap up with an action-focused closing.
- **Works-cited page** and correct footnoting or parenthetical citations of all sources
- **Other** assignment specifics:
 - Remember: a deck is a standalone document; it should not need a speaker to further explain things.
 - Be sure the deck is skimmable, with summary or message headings on each body slide and sub-headings to break up text.
 - Use graphics and SmartArt where appropriate to convey information quickly.
 - Use page numbers on each slide.
 - Proofread carefully—as always, you can’t get better than a C grade if you have several errors.
 - Be persuasive.

Instructions for Making a Footnote in PowerPoint

If you don't already know how to do standard footnoting, see the course Moodle site for directions for how to use and number footnotes. Also, if you would prefer to use parenthetical citations (MLA or APA) for this, that is completely fine.

There is no automatic function to create a footnote in PowerPoint. This has to be done manually on each slide.

1. Create the citation for the source you would like to reference in the footnote (this must be done manually. You can make a citation and a bibliography entry in Word that you can paste onto the power point slide).
2. Select the slide you on which you would like to put the footnote.
3. Mark the line of text that you would like to footnote with a superscript number or symbol. To do this, click the "insert" tab on the PowerPoint Ribbon at the top of the screen. Select the "Symbol" icon at the end of the insert ribbon and select "more symbols" from the drop-down menu. Search for the appropriate superscript number or symbol for the footnote and click "insert." Superscript numbers look like this: ¹.
4. To create the footnote, first click the insert tab on the PowerPoint ribbon.
5. Select the "text box" icon, and then place your curser at the bottom of the slide.
6. Click and drag the text box to form the size you need. Release click to set the text box size.
7. Insert the superscript number or symbol that corresponds to the line that you would like to site in the text box. Follow the directions from step #2 or follow the following directions:

Type the number (or symbol) of the footnote and then the footnote itself in the text box. Select the number, go to the font format section of the toolbar and open it completely by clicking on the tiny arrow in the lower-right corner. Check the box next to "superscript" to lift the footnote number to its proper position.
8. Insert the bibliography entry that you made manually.
9. Select the entire footnote and format it to the size and font that you wish.
10. Copy and paste this footnote onto other slides to use as a formatting template.

Instructions for Finding Word Count in PowerPoint (on a PC)

Select the “Window/File” icon in the top left corner of screen on the PowerPoint ribbon.

1. Select the “Prepare” option from the drop down menu.
2. From the list of other options, select the “Properties” option. A new menu will appear at the top of the screen and below the PowerPoint ribbon.
3. Select the “Document Properties” option at the top left corner of this new menu.
4. From the drop-down menu, select “Advanced Properties.”
5. A dialogue box will appear on the screen, as shown below. Select the “Statistics” tab. On this screen you will see “Word Count” as one of the statistics.

Social Media Deck Grading Criteria

Name: _____

Word length (introduction – closing): _____

Criteria critiqued on a +, √, – basis: + = Well-done; √ = OK but needs some work; – = Weak

Title slide

- Uses an interesting and informative title that provides readers with a clear understanding of the document's recommendations
- Includes your name and the dates

Executive Summary

- Provides a comprehensive summary of the analysis, the recommendations and the evidence for it.

Agenda

- Gives a brief list of the specific topics/sections addressed in the deck

Opening/Introduction

- Introduces the key issues—sets the context, discusses key societal trends; explains goals, audience, and channels

Body

- Provides an analysis of best and worst practices
- Gives examples to show/support the analysis
- Clearly describes your specific recommendations
- Provides a persuasive evidence to support your recommendations—research, stories, examples, statistics, cases, etc.—to convince your team to use your idea for the Target case
- Information can stand alone; the speaker isn't needed to explain things
- Writes clearly—with no ambiguity
- Writes simply—using plain English and avoiding passive voice

Closing

- wraps up effectively

Bibliography & citations

- Gives correctly formatted footnotes or parenthetical citations
- Uses correct format—not just a list of URLs
- Includes at least 4 persuasive, credible sources

Structure

- Uses summary/message headings on every slide
- Each slide is skimmable—uses SmartArt, Subheadings, and other techniques to help with skimming
- Does not just use lots of bulleted lists or paragraphs
- Includes a page numbers on each slide
- Font size is legible—never smaller than 10 pt.

Closing

- Has no misspellings, or punctuation, grammatical, or other errors
- Note: you cannot get higher than a C if you have several errors
- 700 words maximum

Presentation Sessions for Social Media Speeches: Directions

Do not come late to this class. You will receive a significant point deduction if you do.

Your small group of 4 – 5 members will go to a break-out room during class to perform these presentations.

Once there, you should:

- Determine the speaking order.
- Select a timer and a peer critic for each speaker.
- Begin the presentations. The timer needs to keep you on schedule. No speaker should take more than 8 minutes total for both the presentation (5 minutes) and the Q & A (3 minutes). Speakers should allow the full 3 minutes for Q & A.
- These presentations are delivered meeting-style with everyone, including the speaker, sitting around the table. The speaker does not need to stand up.
- Speakers should be animated and engaging; they should sit forward on their chairs and use gestures and maintain eye contact around the room.
- Ask questions during the Q & A—do not fill out the peer critiques at this time; instead, ask questions.
- Do not fill out the peer critiques while the speaker is talking. Pay attention and focus on the speaker.
- Turn in your peer critiques at the end of class.

Foundations: Social Media Speech and Deck

Social Media Presentation Peer Critique

Rate each element of your team members' presentations and write thorough comments about what was good and how it could be better (everyone can always improve) on the chart below. Use the back, if needed for detailed comments. Critique one speaker in your group.

Your Name: _____ Speaker's Name: _____

Element	Missing	Weak	Pretty Good	Out-standing	Comments (you must list both strengths and weaknesses for both content and delivery).
Opening —catches attention —includes agenda					
Persuasive evidence and reasoning: Did the speaker convince you that your team should pursue this proposal?					
Use of deck during the speech: Did the speaker refer to slides by page number and use slides to show key points without reading them out loud?					
Format of Deck: summary headings, skimmable, easy to understand, and could stand alone without the speaker					
Q & A session					
Closing					
Delivery critique: verbal elements (speed, pauses, enunciation, vocal variety, expression, ums, etc.)					
Delivery critique: Non-verbal elements (posture, gestures, eye contact, facial expression, etc.)					

Speech time: _____ Q & A time: _____

Overall: how many points (out of 10) would you give this informal presentation? _____

If you gave it a 9 or higher, explain how it significantly exceeded the assignment requirements and was one of the best in the class.

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