



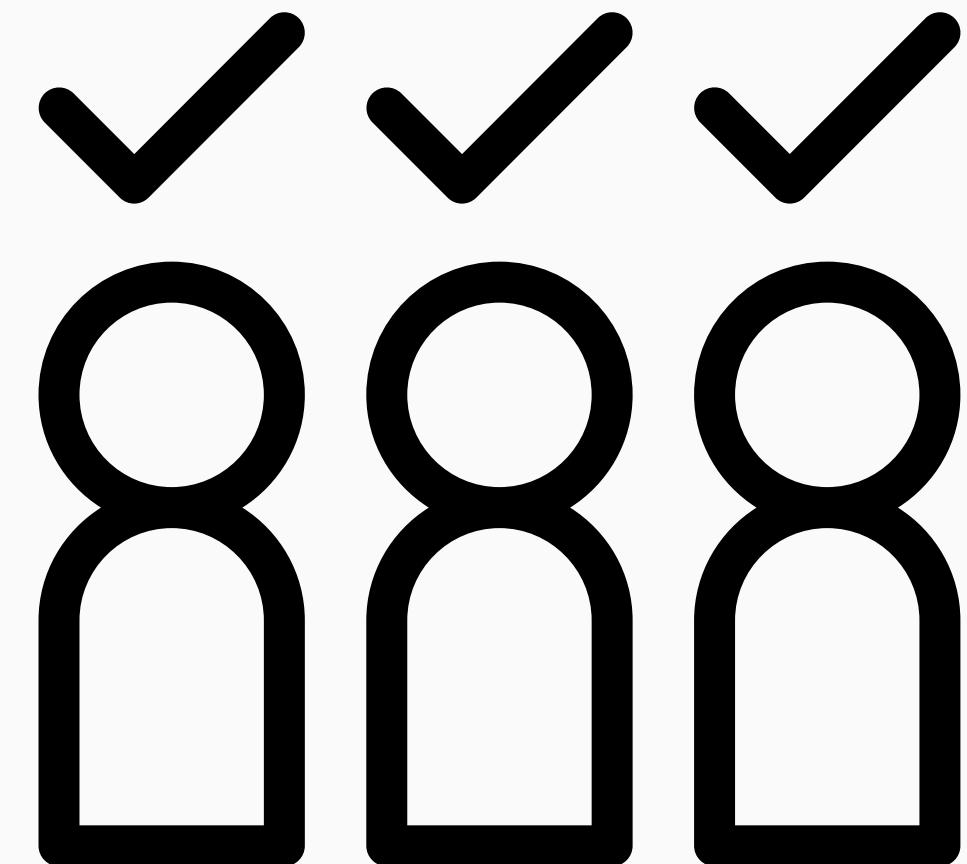
Communication For Leaders

Module Two

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Fall/Spring





Time For Attendance

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TOPIC 1

Writing Skills for Leaders

TOPIC 2

Persuasive Communication

TOPIC 3

Tools for Improved Writing

Workshop





Part IV

Write like a PRO

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Writing Skills for Leaders



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1 Simplify Technical Jargon

1. Enables Communication with Non-Technical Audiences:

- Non-technical stakeholders, such as executives, clients, or team members from different disciplines, need to understand your message without specialized knowledge.

2. Reduces Misunderstandings:

- Complex terminology can lead to confusion, misinterpretation, or loss of interest.

3. Increases Engagement:

- Accessible language keeps audiences engaged, making it easier to convey the importance or impact of your work.

Strategies for Simplifying Technical Jargon



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Writing Skills for Leaders

1. Replace Complex Terms with Plain Language

- Use simpler alternatives for technical words without losing meaning.
- Examples:
 - "Utilize" → "Use"
 - "Optimize" → "Improve"
 - "Synergize" → "Work together"
- Always ask yourself, "Would someone outside my field understand this?"



Strategies for Simplifying Technical Jargon

2. Use Examples or Analogies

- Relate technical concepts to familiar situations or objects to make them more understandable.
- **Examples:**
 - **Original:** "The blockchain creates a decentralized ledger."
 - **Simplified:** "Think of blockchain as a shared Google Doc where everyone can see changes in real-time, but no one can delete past entries."

Strategies for Simplifying Technical Jargon

3. Break Down Processes into Smaller, Digestible Steps

- Avoid overwhelming your audience with overly detailed explanations.
- Describe complex processes step-by-step in plain terms.
- **Example:**
 - **Original:** "The system performs multi-threaded processing for parallel data execution."
 - **Simplified:** "The system splits tasks into smaller parts and processes them at the same time to save time."

2

Using Active Voice

In active voice, the subject of the sentence performs the action, making the sentence more straightforward and dynamic.

- Structure:
 - **Active Voice:** Subject → Verb → Object.
 - **Example:** "The manager approved the proposal."
 - **Passive Voice:** Object → Verb → Subject (optional).
 - **Example:** "The proposal was approved by the manager."

Benefits of Active Voice

1. Clarity

- Active voice ensures that the reader immediately understands who is acting.
- Example:
 - **Passive:** "Mistakes were made." (Who made the mistakes? It doesn't say.)
 - **Active:** "The analyst made mistakes."

Benefits of Active Voice

2. Directness

- Reduces unnecessary words and gets straight to the point.
- Example:
 - **Passive:** "The presentation was delivered by the marketing team."
 - **Active:** "The marketing team delivered the presentation."

Benefits of Active Voice

3. Engagement

- Active sentences are more engaging and impactful, holding readers' attention better.
- Example:
 - **Passive:** "A new product was launched by the company."
 - **Active:** "The company launched a new product."

Benefits of Active Voice

4. Reducing Ambiguity

- Passive voice can obscure the subject, leaving readers uncertain about who is responsible for an action.
- Example:
 - **Passive:** "The results were analyzed." (Who analyzed them?)
 - **Active:** "The research team analyzed the results."

Common Scenarios Where Active Voice is Essential

1. Decision-Making Contexts

- Active voice highlights accountability.
- Example:
 - **Passive:** "Errors were discovered during the audit."
 - **Active:** "The auditors discovered errors during the audit."

Common Scenarios Where Active Voice is Essential

2. Marketing and Storytelling:
 - Active voice makes narratives compelling.
 - Example:
 - **Passive:** "A new feature was introduced in our app."
 - **Active:** "Our team introduced a new feature in our app."



When to Use Passive Voice



Passive voice is appropriate when:

- The subject acting is unknown or irrelevant.
- The focus is on the action or result rather than the subject.
- **Example:**
 - "The package was delivered yesterday." (The focus is on the delivery, not the dispatch man.)
 - "Rules were established to ensure safety."

Practice Time: Rewriting Passive Sentences

Passive

The project was completed by the team ahead of schedule. New marketing strategies were developed, and customer feedback was analyzed carefully. A detailed report was then submitted to management for review.

Active

The team completed the project ahead of schedule. They developed new marketing strategies and carefully analyzed customer feedback. Then, they submitted a detailed report to management for review.

Practice Time: Rewriting Passive Sentences

Passive

The proposal was presented by the consultant during the meeting. Several questions were raised by the board, and further revisions were requested before approval could be granted.

Active

The consultant presented the proposal during the meeting. The board raised several questions and requested further revisions before granting approval.

3

Break Down Processes into Smaller, Digestible Steps

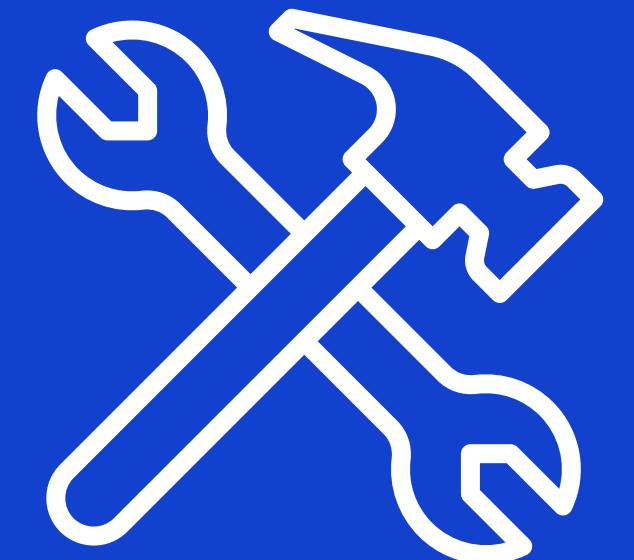
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<https://bit.ly/3YT66pv> 

Tools for Improved Writing





Grammarly:

- Checks for grammar, punctuation, and tone.
- Provides suggestions for clarity and correctness.
- Tip: Use the tone detector to match the formality level of the audience.

Hemingway *Editor*

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Hemingway Editor:

- Highlights complex sentences and suggests simplifications.
- Provides readability scores to ensure the message is audience-appropriate.



Practical Demonstration

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- Class Activity- Scan below



Plagiarism and Introduction to Thesis Writing

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UNDERSTANDING PLAGIARISM

What is Plagiarism?



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Plagiarism is the act of using someone else's words, ideas, or work without proper acknowledgment, thereby presenting it as your own.

UNDERSTANDING PLAGIARISM

Types Of Plagiarism

Direct Plagiarism: Copy-pasting without credit.

Self-Plagiarism: Reusing your own work from previous submissions without citation.

Paraphrasing Plagiarism: Restating someone else's ideas without acknowledgment.

Mosaic (Patchwork) Plagiarism: Combining copied phrases or sentences into new writing

Accidental Plagiarism: Failure to cite or paraphrase properly due to oversight.

UNDERSTANDING PLAGIARISM

Why is it a problem?

- **Academic Consequences:** Grades, academic probation, or expulsion.
- **Professional Consequences:** Legal action, reputational damage.
- **Ethical Issues:** Breaches academic integrity and intellectual honesty

UNDERSTANDING PLAGIARISM

The 5R Framework for Avoiding Plagiarism:

- **Read:** Understand the source fully.
- **Reflect:** Identify key ideas you want to use.
- **Rephrase:** Summarize or paraphrase in your own words.
- **Reference:** Cite the original source properly.
- **Review:** Use plagiarism detection tools to verify originality.

UNDERSTANDING PLAGIARISM

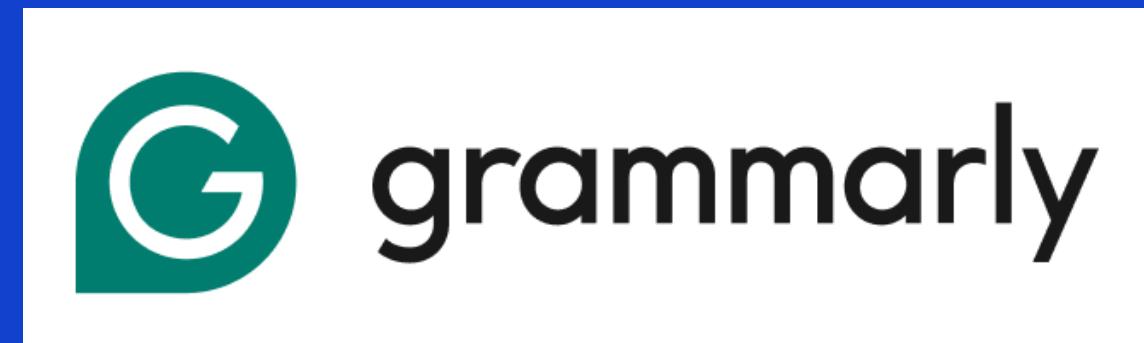
Paraphrasing vs. Quoting Framework:

- Use direct quotes sparingly for impactful statements.
- Always paraphrase (rephrase in your own words), ensuring significant changes while retaining meaning.

UNDERSTANDING PLAGIARISM

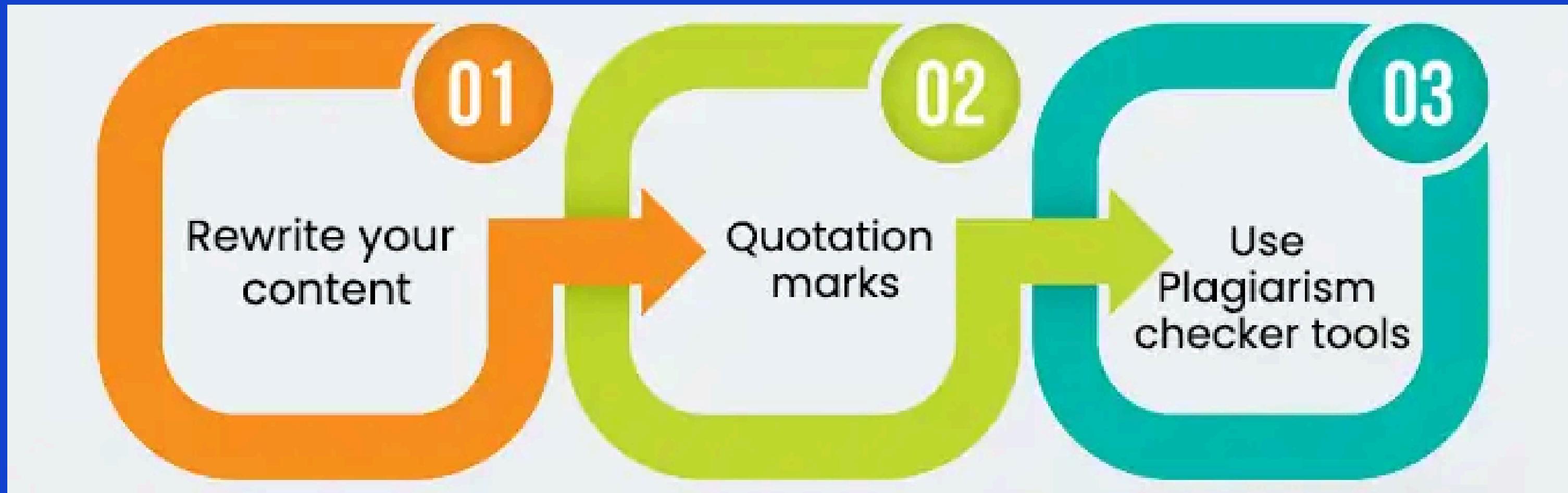
Tools for detecting plagiarism

- Turnitin,
- Grammarly,
- Scribbr,
- Quetext.



UNDERSTANDING PLAGIARISM

3 easy steps to avoiding Plagiarism



CLASS ACTIVITY

Time to check for Plagiarism



- **Log in to Quetext:** Access your account and go to the dashboard.
- **Create or Access an Assignment:** If you're a student, upload your document through the provided assignment link. For instructors, create a new assignment to upload a file.
- **File Format:** Ensure your document is in an accepted format:
 - **Word (.doc, .docx)**
 - **PDF**
 - **Plain text (.txt)**
- **Drag and Drop or Browse:** Upload the document by dragging it into the designated area or browsing your files.

CLASS ACTIVITY

Time to check for Plagiarism

Generate a Similarity Report

- After uploading, Turnitin will process the file and generate a Similarity Report. This report highlights any overlapping text between your document and its database of sources.
- The similarity percentage gives an overview of how much of your content matches external sources.

CLASS ACTIVITY

Time to check for Plagiarism

Review the Similarity Report

- Open the report and review highlighted sections of your document:
 - Direct Matches: Exact text copied from another source.
 - Paraphrased Matches: Reworded but similar content.
 - Improper Citations: Missing or incorrect attribution.
- Compare these matches to original sources.

CLASS ACTIVITY

Time to check for Plagiarism

Make Adjustments

- Based on the Similarity Report, rephrase or properly cite flagged sections to reduce the similarity percentage and improve originality.

Introduction to Thesis Writing

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Purpose of a Thesis



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A thesis demonstrates a student's ability to:

- Conduct independent research.
- Analyze and synthesize information.
- Communicate findings effectively.

Core Elements Of A Thesis



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- Identifying a research problem.
- Conducting a literature review.
- Designing a research methodology.
- Analyzing results.
- Drawing conclusions and recommendations.

Steps in Thesis Writing



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Choosing a Research Topic

- Framework is the SMART Criteria for Topic Selection
- S: Specific
- M: Measurable
- A: Achievable
- R: Relevant
- T: Time-bound

Formulating a Research Question



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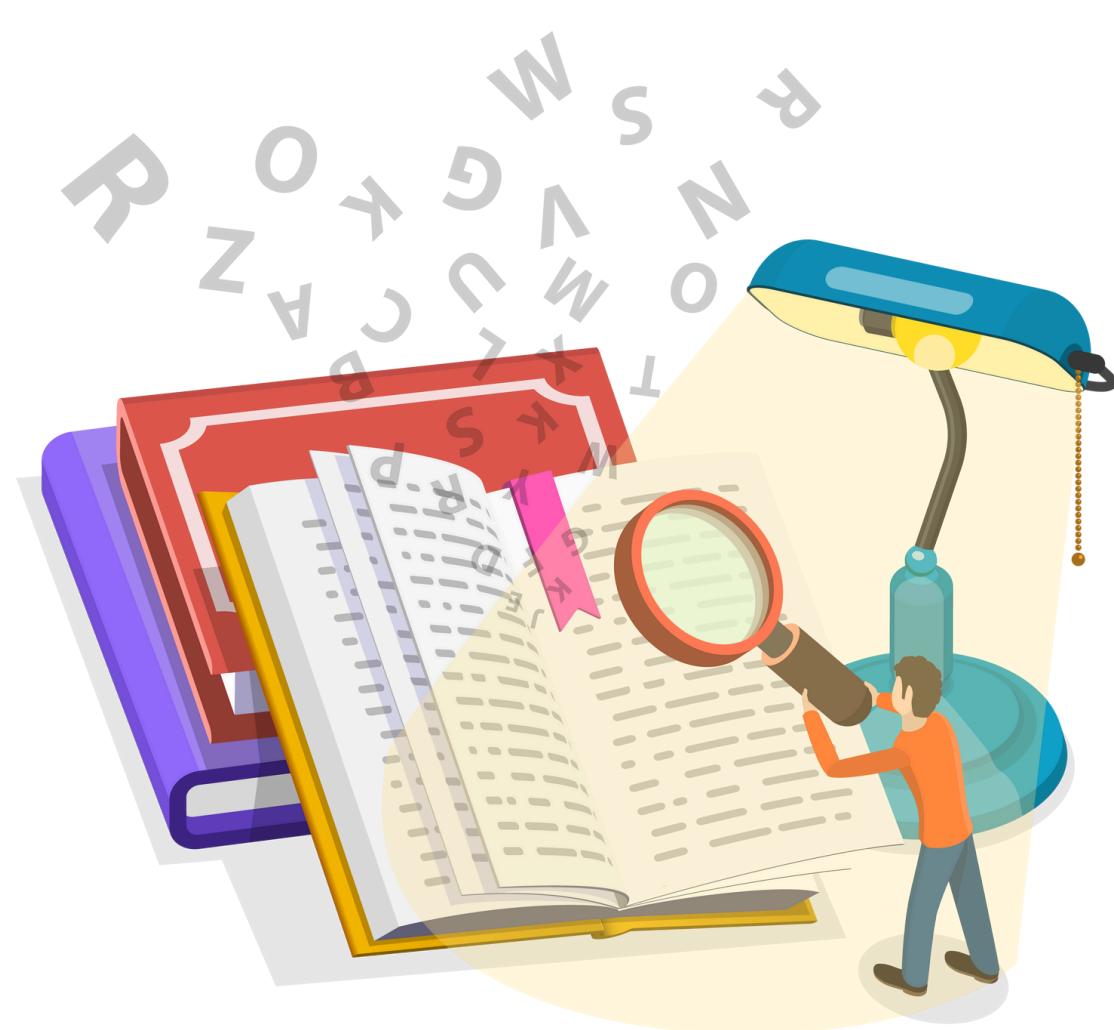
Characteristics of a good research question:

- Clear, focused, and researchable.
- Linked to existing literature and theoretical frameworks.

Framework:

- Start with “How”, “Why”, or “What” questions.
- **Example:** “How do digital platforms influence modern leadership communication?”

Literature Review



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Purpose:

- Understand the current research landscape.
- Identify research gaps.

Process:

1. Define keywords.
 2. Search for peer-reviewed journal articles.
 3. Critically analyze and synthesize sources.
- Activity: Use databases like JSTOR, Google Scholar, and Scopus.

Literature Review



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Create a Literature Matrix to track findings.

Author	Year	Key Findings	Gaps Identified

Research Methodology

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Process:

1. **Define keywords.**
2. **Framework:** Choosing the Method
 - a. **Quantitative:** Surveys, experiments (numerical data).
 - b. **Qualitative:** Interviews, case studies (thematic analysis).
 - c. **Mixed Methods:** Combining both.
3. **Example:** For a study on leadership communication during crises:
 - a. **Quantitative:** Survey employees on perceived communication effectiveness.
 - b. **Qualitative:** Interview leaders to understand strategies. Critically analyze and synthesize sources.
 - **Activity:** Use databases like JSTOR, Google Scholar, and Scopus.



Structuring the Thesis

- **Title Page:** Include title, student name, program, and date.
- **Abstract:** 200–300 words summarizing objectives, methodology, findings, and contributions.
- **Introduction:**
 - Background and significance.
 - Research problem and objectives.
- **Literature Review:** Synthesized findings and theoretical perspectives.
- **Methodology:**
 - Research design, methods, and tools used.
- **Results and Discussion:** Presentation and interpretation of findings.
- **Conclusion and Recommendations:** Summarize contributions and suggest future research.
- **References/Bibliography:** Follow APA, MLA, or other citation formats.
- **Appendices:** Include raw data, interview transcripts, or questionnaires.



Ethical Considerations in Thesis Writing



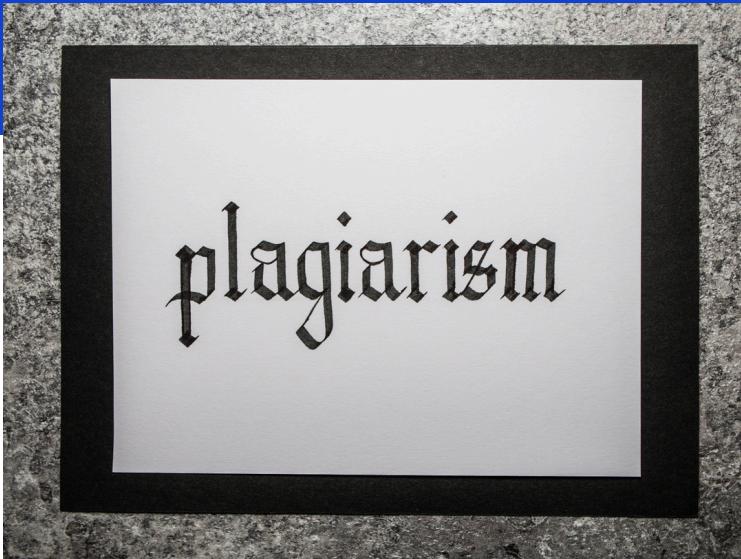
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- Academic Integrity: Avoid plagiarism and follow citation standards.
- Informed Consent: Ensure ethical data collection.
- Transparency: Disclose methodologies and potential biases.

More tools for plagiarism checks



- Plagiarism detector
- Copyleaks
- Grammarly.
- Academichelp.net



Write Clearly and Concisely

Adopt the **CLEAR** Framework for effective writing:

- **Concise:** Avoid unnecessary jargon.
- **Logical:** Maintain flow between sections.
- **Engaging:** Use active voice and varied sentence structure.
- **Accurate:** Cite all data and sources properly.
- **Revised:** Edit rigorously for grammar, clarity, and coherence.



Present with Confidence



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For a defense or presentation:

1. Create a Presentation Deck:

- Highlight key findings with visuals.

2. Practice:

- Rehearse your presentation multiple times.

3. Anticipate Questions:

- Prepare answers for potential critiques or questions.

Winning Formula Summary

This framework ensures your thesis stands out for its originality, rigor, and clarity while adhering to academic standards.

1. Select a compelling and relevant topic.
2. Develop a robust research question and hypothesis.
3. Conduct thorough research and organize findings.
4. Write with clarity, structure, and precision.
5. Revise, proofread, and polish for perfection.
6. Confidently present and defend your work.



Proofread for Language

Polish the language to ensure readability and professionalism.

- **Tools:** Use Grammarly, Hemingway Editor, or ProWritingAid for a first-pass review.
- **Read Aloud:** Reading aloud helps spot awkward phrasing or inconsistent tone.
- **Fresh Eyes:** Take a break and revisit your work later to catch overlooked errors.

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1. Grammar and Syntax:

- a. Check for subject-verb agreement, sentence fragments, and run-on sentences.

2. Spelling and Punctuation:

- a. Look for spelling errors, misplaced commas, or inconsistent punctuation.

3. Clarity and Concise:

- a. Remove redundant words and phrases.
- b. Simplify overly complex sentences for readability.

4. Formatting:

- a. Ensure adherence to style guidelines (APA is the guideline for your thesis at EPITA).
- b. Check font, margins, line spacing, and citation formatting.



Examples of Errors

Subject-Verb Agreement Errors

Error Example:

- The team of researchers were discussing the results.
 - (Incorrect: The subject "team" is singular, but the verb "were" is plural.)
- Corrected Version:
 - The team of researchers was discussing the results.
- (Correct: The singular subject "team" matches the singular verb "was.")

Examples of Errors

Sentence Fragments

Fragments are incomplete sentences lacking a subject, verb, or complete thought.

Example:

- While reviewing the findings.
- (Incomplete thought—what happened while reviewing the findings?)

Corrected Version:

- While reviewing the findings, the researcher identified key trends.
- (Complete thought—adds what happened while reviewing the findings.)



Examples of Errors

Run-On Sentences

Run-ons occur when two or more independent clauses are joined without proper punctuation or conjunctions.

Example:

The experiment yielded interesting results the participants were highly engaged throughout.

- (Incorrect: Two independent clauses joined without punctuation or a conjunction.)

Corrected Versions:

1. With a Period,
2. With a Semicolon, or
3. With a Conjunction

The experiment yielded interesting results, and the participants were highly engaged throughout.

Review Revise Proofread

The Review, Revise and proofreading process is not linear—it should be iterative.

- **First Pass:** Focus on content—are all ideas present and relevant?
- **Second Pass:** Fix structural issues like flow and transitions.
- **Final Pass:** Proofread for grammar, spelling, and formatting errors.

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Generative AI

What is GenAI?



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Generative AI refers to a class of artificial intelligence models capable of generating new content, such as text, images, code, music, videos, or even 3D models, based on patterns learned from existing data. Unlike traditional AI, which focuses on classification or prediction, generative AI creates outputs that resemble human-generated content.

Generative AI Characteristics



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- **Content Creation:** Produces creative and novel outputs, such as stories, images, or software code.
- **Context-Aware:** Responds dynamically to inputs, tailoring results to specific prompts or instructions.
- **Learning from Data:** Trains on vast datasets to recognize patterns and replicate styles or formats.

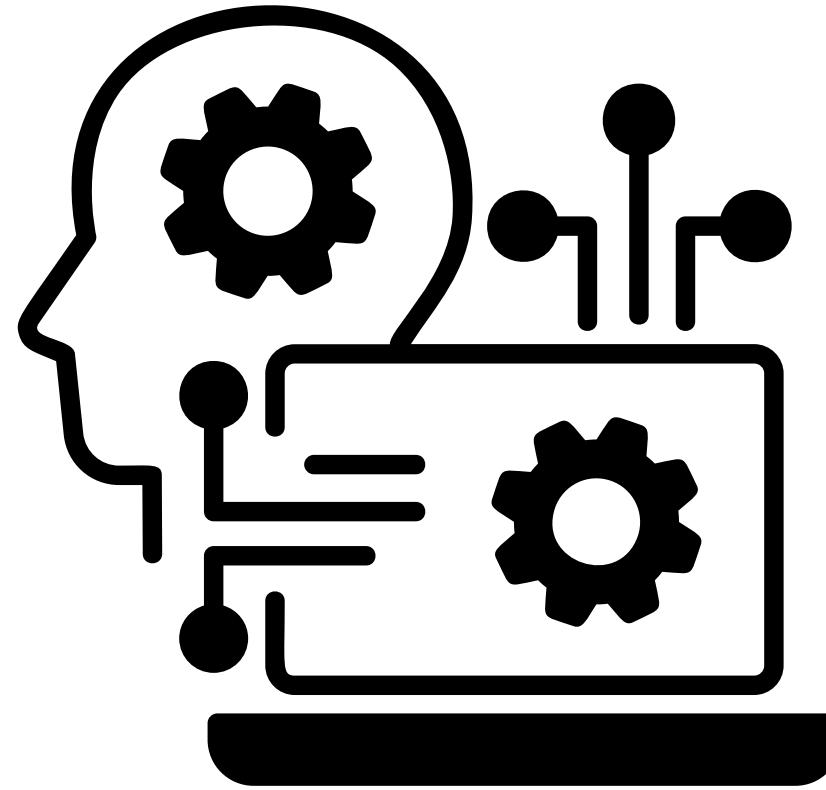
Generative AI Applications



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- **Academic and Research Assistance:**
 - Summarizing articles, generating thesis outlines, or brainstorming research questions.
- **Content Creation:**
 - Writing articles, marketing copy, or creating storyboards.
- **Data Science and Engineering:**
 - Automating repetitive coding tasks or designing algorithms.
- **Entertainment:**
 - Composing music, designing games, or creating visual effects.
- **Healthcare:**
 - Simulating medical scenarios or generating synthetic patient data for training.

Examples of Generative AI Tools



- Text: ChatGPT, Jasper AI.
 
- Images: DALL·E, MidJourney.
 
- Code: GitHub Copilot, TabNine.
 
- Music: AIVA, Amper Music.
 

Ethical Considerations

- While powerful, generative AI must be used responsibly to avoid issues like:
- **Plagiarism:** Using AI-generated content without acknowledgment.
- **Bias and Stereotypes:** Ensuring outputs don't amplify societal biases.
- **Hallucination:** Verifying factual accuracy, as AI may generate plausible but incorrect information.



Ethical Considerations

Do not input proprietary, confidential, or personal information into AI tools.



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- Clearly indicate when content, insights, or outputs are generated or assisted by AI.
- Refrain from submitting unmodified AI-generated outputs as original work. Always rewrite, paraphrase, or refine content to make it your own.
- Treat AI as a collaborator, not a replacement, in research or learning processes.
- Cross-check AI-generated content for factual correctness, especially in technical or academic contexts.
- Use reliable sources to confirm data and avoid "hallucinations" (fabricated information).
- Adhere to your organization's or institution's policies for AI use, especially in academic and corporate settings

Prompt Engineering for Using Generative AI

Prompt engineering is the art of crafting well-structured inputs to optimize the quality and relevance of AI-generated outputs. Since Generative AI models respond based on the prompts they receive, designing clear, specific, and contextual prompts is crucial for effective interaction.



Why Prompt Engineering

- **Improves Output Quality:** Better prompts yield more accurate, relevant, and coherent responses.
- **Saves Time:** Reduces the need for repeated iterations or manual corrections.
- **Enhances Relevance:** Aligns AI outputs with specific tasks or objectives.



Principles of Prompt Engineering

- **Be Clear and Specific**
 - Avoid ambiguity by using precise language and including essential details.
 - Example: Instead of “Explain leadership,” ask, “Explain transformational leadership and its impact on employee motivation in SMEs.”
- **Provide Context**
 - Frame the request with background information to guide the AI’s understanding.
 - Example: “I am writing a thesis on digital leadership. Summarize how AI tools are influencing modern leadership practices.”

Principles of Prompt Engineering

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- **Define the Output Format**
 - Specify the structure or style of the desired output.
- **Example:** “Write a three-paragraph summary of the role of AI in marketing, with bullet points for key statistics.”
- **Ask for Iterative Refinements**
 - Request improvements or rephrasing for clarity, tone, or depth.
- **Example:** “Rewrite the paragraph in an academic tone, focusing on clarity and conciseness.”



Common Mistakes to Avoid

- **Vague Prompts:**
 - **Poor:** “Explain marketing.”
 - **Better:** “Explain digital marketing strategies for small businesses in 2024.”
- **Overloading the Prompt:**
 - Avoid overly long or complex instructions in a single prompt. Break them into smaller tasks.
- **Lack of Context:**
 - **Poor:** “Write a report.”
 - **Better:** “Write a 500-word report on the environmental impact of AI in manufacturing.”



Examples of Well- Crafted Prompts

- **Academic Use:**
 - “Summarize the key arguments from this text and highlight opposing viewpoints: [paste text].”
- **Marketing Use:**
 - “Suggest a 5-step social media strategy for a fashion brand launching a summer collection.”
- **Coding Use:**
 - “Write a JavaScript function to calculate the Fibonacci sequence, including error handling for invalid inputs.”



Transparency and Acknowledgement

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- **Disclose AI Contributions:**
 - Clearly indicate when content, insights, or outputs are generated or assisted by AI.
 - **Example:** Acknowledge AI-generated content in academic work or public communication.
- **Cite AI Tools Properly:**
 - Include in-text references and citations following appropriate guidelines (e.g., APA, MLA).
- **Example Citation:**
 - **APA:** OpenAI. (2024). ChatGPT [Response generated]. Retrieved from [URL].

Using AI in Academic Work at EPITA

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- Transparency and Academic Integrity: At this school, when you use AI tools in your work or research, you must treat them as sources of information or collaboration.
- Just like citing books, articles, or websites, any use of AI must be properly referenced.

Benefits:

- **Promotes Honesty:** Reflects the collaborative nature of your work.
- **Academic Standards:** Upholds integrity and ensures proper credit.
- **Future Proofing:** Helps you maintain clarity for later review and evaluation.

Quick Tip: Always double-check AI outputs for accuracy and appropriateness before including them in your work, and the output⁺



Using AI in Academic Work at EPITA

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What You Need to Include:

- **The Prompt:** Clearly document the exact input (prompt) you used when interacting with the AI tool.
 - **Example:** "Generate a Python code snippet to calculate the mean of a dataset." The AI- Generated Output: Include the response verbatim in your appendix or as part of your reference.
 - **Example:** Copy and paste the code, text, or image generated.
- **In-Text References:** Acknowledge AI contributions in your writing.
 - **Example:** "This analysis was supported by a generative AI model (ChatGPT, OpenAI, 2024)."
- **Formal Citation:** Use a consistent citation format.
 - Example for APA: OpenAI. (2024). Response generated using ChatGPT [Prompt: "Explain data normalization "]. Retrieved from [URL or note how used]



Advantages and Disadvantages of Gen AI

Aspect	Advantages	Disadvantages
Efficiency	Accelerates research processes by automating tasks like summarization, citation, and data analysis.	Over-reliance on AI can reduce the development of critical thinking and analytical skills.
Creativity and Innovation	Sparks new ideas and approaches by generating topics, hypotheses, or alternative perspectives.	May produce outputs that are overly generic, lacking depth or originality.
Accuracy in Formatting	Helps ensure proper citation and adherence to formatting styles like APA, MLA, or Chicago.	Risk of incorrect or incomplete citations, requiring thorough validation by the user.
Access to Insights	Synthesizes vast amounts of information quickly, making complex topics easier to understand.	Outputs can include factual inaccuracies or "hallucinations" (plausible but incorrect information).
Personalization	Generates content tailored to specific research needs, saving time for focused work.	AI-generated responses may lack contextual awareness or misinterpret nuanced prompts.



Abiding by the guiding principles

- **Enhance Productivity:** Use GenAI as a tool for brainstorming, drafting, and refining.
- **Maintain Integrity:** Acknowledge and validate all AI contributions.
- **Emphasize Ethics:** Avoid biases, plagiarism, and over-reliance.
- **Collaborate with AI:** Treat AI as an assistant, not a replacement for your critical thinking.

