**The Importance of Communication Skills in IT – Assignment**

1. The three results that Moran states come from failure in communication skills for IT professionals are misunderstandings, project failures, and ultimately, career stagnation.
2. The first primary group of communication skills is verbal which includes the sub-groups of presentation skills, meeting skills, and effective conversation. The second primary group of communication skills is written which includes within it memos, reports, letters and e-mail correspondence.
3. The “golden nugget” Moran refers to is communication as a skill set. He calls it this due to the potential for the use of this particular skill set to support incredible career growth.
4. Moran’s description of communication skills as “transcendent” means that he views it as a skill compatible within many other situations, jobs, etc.
5. Managements view of a good communicator
   1. What is management’s view of a “good communicator”?
   2. What are Moran’s list four general guidelines of well-written communication?
   3. “Verbal communication is live.” What does he mean?
   4. How do people feel about public speaking? How does this relate to your careers?
   5. Moran lists five guidelines to conversation. List/ & briefly describe them.
   6. Provide one of the skills or techniques of public speaking and briefly describe it.
   7. How important is listening?