

What's the best approach to communicating

In this exercise you will look at three case study examples to see what the best approaches for communicating might be within these different scenarios. For each case study, Jennifer has shared feedback on communication approaches that can be taken.

Scenario 1: You've been working for a company for three years in the marketing team and have taken the lead in numerous successful campaigns. You love your job and are dedicated to your team but based on market research, you feel you're being underpaid. You decide to raise this concern with your boss.

Question 1: What do you believe is the best way to position the request and how would you communicate it (ie by email, face-to-face, team meeting, etc)?

Answer:

Scenario 2: You've just met with an exciting new client and they've agreed to contract a new piece of work with your company. A lot was discussed during the meeting and you're unclear if everyone is on the same page.

Question 2: To review and confirm the agreement, how should you communicate with the client and on which communications platform?

Answer:

Scenario 3: You are looking for a new job and a former colleague forwards you their connection on LinkedIn that is currently hiring. You don't have all of the experience required for the role so you would like some input. You also know that you are significantly more likely to receive attention to your application if a senior manager refers you internally.

Question 3: How would you approach the contact and what would you say?

Answer:

Educator feedback

Question 1 feedback: Requesting an increase in salary is an important communications topic to master because it will occur again and again throughout your career. As this is a sensitive subject, you'll have the greatest impact and achieve your goals if you arrange a meeting with your manager. Go to the meeting prepared with some evidence around your successes. Stay calm so you can maintain your ability to articulate your needs. Remember to value yourself and showcase the value you bring to the company.

Question 2 feedback: Since you've just secured a new client and exciting project, confirm the meeting by email. Communicate how thrilled you are to be working with them and summarise the agreed outcome from the meeting and clearly list the next steps. Conclude the email by offering to contact them via a telephone call or video chat, You can then discuss anything unclear so that you can commence the project with ease, clarity and mutually defined expectations.

Question 3 feedback: In the course [Essential Skills for Your Career Development](#) you learn that you're 80 times more likely to get a job if you are referred by a senior manager within the organisation. Do not be shy, this is the modern world of work. As a result this scenario is an opportunity to socially connect and engage with the referred contact. Request to add or send a message via LinkedIn to the connection specifying who referred you and that you are applying for a role in their organisation. Express your sincere desire to join the company and ask if it's possible to arrange a call or a meeting to learn more about their work. Good companies want talent so don't hesitate when it comes to engaging people in which you believe your skills, talent and character could be of value to what they do and the vision for their company.