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IT-520

Assignment 3-2

Here at International Gadgets, we are proud to announce that our Research and Development team has create a brand-new software called the Tuffiom. This software is going to revolutionize the modern operating systems of the world. I’d like to take this time and explain all the benefits of creating and spending time on Tuffiom.

To start with, our company has been barely scraping by making the bare minimum to stay afloat in this quickly moving world. The R&D team has recognized this issue and has been researching how we can best create something that everyone needs. Our goal is to not only reach the untapped market of true artificial intelligence but to replace all of the old systems that are still out there being used. Tuffiom if created correctly will replace all operating systems in the world and become a monopoly in the industry. The reason we want this to become the main operating system of the world is because that will mean we have all the users in the world and users mean money.

As for the communication that we can use for this product we will have verbal and written as well as visual. All types of communication will be important in this launch all for various reasons. Different parts of our organization will be using different types of communication. We need to be able to explain to our upper management team the pros of this system verbally and visually. Each audience internally will need a different communication style. For our internal support team, we will need to visually show them how to use the product as well as have written communication for how it works for whenever we are not physically there to show them how it works. We also have our sales team who will need to know the product inside and out to be able to create traction behind sales. For this we will want to use verbal, visually, and written communication. Another team is marketing, this team will also need verbal visually, and written communication to effectively market to the external audience when we reach that step. As a reminder best practice for visual communication is to show in front of people exactly what you are doing as well as letting them try things as well. We believe here at International Gadgets that people learn best in the game and that’s why we want people visually to have as many hands-on experiences as possible when learning the product. Although for upper management they may not need to understand how to use the product but how the product is valuable to them. For this we will need to stick with written and verbal communication. Showing how this product will affect the market and eventually the stock price of our company. Essentially, we need to be able to explain why should someone invest in our product? This is what communication will be like the upper management and board.

**References**2011-2022, (c) C. skillsyouneed.com. (n.d.). *What is communication?* SkillsYouNeed. Retrieved January 17, 2022, from https://www.skillsyouneed.com/ips/what-is-communication.html