

Task 5: Concise Verbal Communication: Manager Update Video

Task Overview

What you'll learn

- How to communicate clearly with a compelling message on video
- Write and record a video update message and request to your manager

What you'll do

- Record a video message updating your manager on your current and ongoing deliverables and request and gain buy-in to help you proactively balance your competing priorities

Here is the background information on your task

Increasingly, our verbal communications have been in video, rather than just audio format. From videoconferencing to video messaging, video-based online learning to fully online team collaboration and conferences, the ability to communicate clearly with a compelling message on video has become increasingly important. Moreover, the three Cs apply just as much to verbal communication as to written communication when telling your story: clear, concise, and compelling.

In the verbal and video format you have an even greater challenge: use a video to capture and hold the listener's attention and make it easy for them to follow your flow. Prepare ahead of making your recording so your thoughts are organized, made, and delivered in a logical order, and lead the listener to a logical conclusion.

As with written communication, you must first decide on your target audience before you write and deliver your communication, so you deliver a message that is compelling to that audience. And it bears repeating: clear, concise, and compelling. Brevity is almost always your friend. Why say in 100 words what you can clearly and compellingly say in 25?

Here is your task

Your task is to write, record and submit a short video message, updating your manager on your current and ongoing deliverables and assignments, and requesting your manager to build into their planning and expectations for you to devote to outside responsibilities, such as studying for a licensing exam, volunteer work, etc. Your goal is to gain your manager's approval and buy-in to help you proactively balance your competing priorities.

Use your imagination to invent some details to use in your message about your current responsibilities and the competing priorities you wish to balance. Perhaps you have a large predictive forecasting model that is due by the end of the week, and you need to be prepared to present it to your team, yet you also have a volunteer activity you are committed to attending later this week as well. Make up additional details to use in your message as you feel appropriate to tell a good story for your project update.

What could you say to your manager that would keep them informed, tell the story of why it is important to you to balance these priorities and motivate them to want to help you do so?

Keep your video short there is no need to record more than a few minutes. Let your winning personality, enthusiasm, and organized storytelling shine through!

For this exercise, don't worry about camera quality, lighting, background, or other video production elements. Just use what you have available – using your mobile phone to record your video is just fine for this exercise. Your clearly delivered message is the most important thing. And if you want some tips and best practices for making video presentations, see the links below.