

Engineering Technology
Product Development

Macomb Community College

'Exam Cover Page'

Design Communications

Please sign 'Honor Pledge' after taking exam:
"I have neither given nor received aid on this exam"

(Signature Required)

Please print all answers

What is Communication?

Webster's Definition:

– a process by which

- (1) information is exchanged
- (2) between individuals
- (3) through a common system of symbols, signs or behavior

Versus a one way message or Transmission

4 Types of Communication Styles:

Tell – when you **are in complete command** of the necessary authority and information (military form)

Sell – when you're **in command of the information**, but the **audience retains the ultimate-decision making power** (salesman)

Consult/Resolve – when you're **trying to build consensus** toward a given course of action (team building)

Join In – when your **point of view is one among many** (supporting position)

What are the basic outline elements for a presentation?

Consider, how a story is told.

We begin with:

Once upon a time.....

The three bears came home to find.....

And they lived happily ever after.

In a Story

Beginning

Middle

End

Presentation
Elements

Introduction

Body

Conclusion

Recall the Presentation Elements:

Introduction

- Explains the purpose,
- Captures the attention of the listener,
- Motivates the listener
- Convinces the listener that you are qualified to speak

Body

- Provides background information,
- Provides main idea & argument
- Addresses refutation to position

Conclusion

- Summarizes the purpose and main ideas,
- Makes recommendations
- Asks for support/approval

2 Types of Presentations:

1. Informative Presentations

- *increase understanding*

2. Persuasive Presentations

- *Move others to action*
- *Alter/strengthen belief*

Types of Presentations (cont.):

1. Informative Presentation:

The purpose of this presentation is to

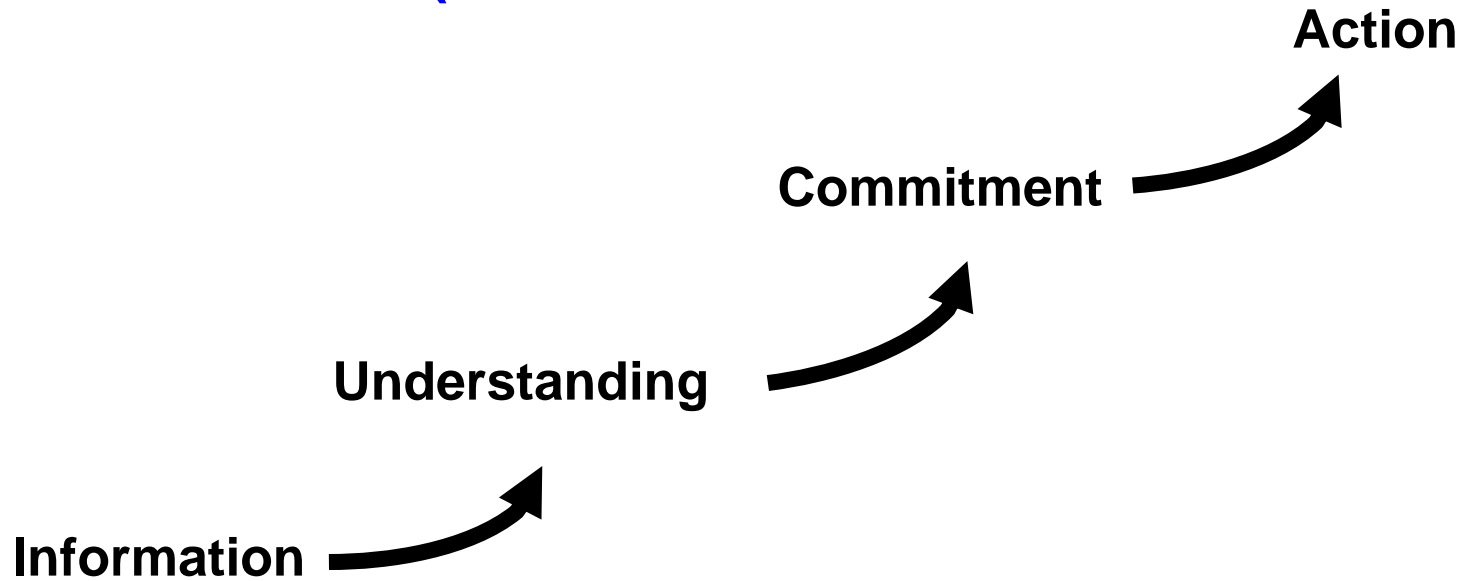
- *advise* the status of
- *present* competitive information on
- *demonstrate* a new operation

2. Persuasive Presentation:

The purpose of this presentation is to *ask for support* to

- spend money
- adopt recommendations/new standards
- change policy
- tbd

**Action Oriented Communication Model:
(Persuasive Presentation)**



Word

- word processing program ('most popular')

Excel

- spreadsheet program

Power Point

- presentation graphic program

Outlook – personal information organizer

Access – database program

Basic MS Office Menus Commands

File – opening, saving, and printing files

Edit – copying, deleting, pasting, searching and replacing data

View – changing way data appears on screen

Insert – adding different types of information

Format – changing way data appears

Tools – manipulating data, checking spelling

Windows – manipulating windows within program

Help – getting help

Word Basics Knowledge

- **Open/Store File**
- **Format/Set Up Page**
- **Tool Bar Functions (most used)**
 - **Undo**
 - **Font/Size/Color**
 - **Alignment**
 - **Bold/Italic/Underline**
 - **Copy/Paste**
 - **Bullets/Indent**
 - **Headers/Footers**
- **Retrieve Templates**
- **Print Preview and Print**

Excel Basics Knowledge

- **Open/Store File**
- **Format/Set Up Page**
- **Tool Bar Functions (most used)**
 - **Undo**
 - **Cell Format/Borders**
 - **Insert**
 - **Number Display**
 - **Copy/Paste**
 - **Sort Data**
 - **Split Screen**
 - **Formulas**
 - **Plotting**
 - **Headers/Footers**
- **Print Preview and Print**

Plotting

Use the Appropriate Graph:

- **Bar & Column Charts**
 - Use to **compare outcomes**

- **Pie Charts**
 - Use to show impact of **different factors on the whole**

- **Line Charts**
 - Use to **indicate trends**

- **Scattergrams Charts** – Use to show a statistical linear regression, exponential smoothing or a moving average

- **Area Charts** – Use to show over lapping of trends

What is a Resume?

- Organized written presentation of relevant information and accomplishments
- Targeted toward work/job search objective
- **Not a laundry list of job and duties**
- Will be read/skimmed in approximately 25 – 35 seconds
- Should be clear, direct, effective, professional and easy to read
- Use bullet statements to facilitate skimming
- **Avoid long paragraphs**
- **Limit length to 1-2 pages**
(Guideline: 1 page for under 10 years experience;
2 pages for over 10 years experience)

What is a Resume? (cont.):

- It is a 'Sales Brochure' with you as the product
(It helps get a job interview, it doesn't get one a job)
- Illustrates what you can do
- Use consistence format and writing style throughout resume
- Use bold type, margins, headings, indentations and bullets for emphasis and guide for reader's eye
- Use years for dates on right hand margin
- Use past tense to describe accomplishments
- Spell out acronyms and abbreviations
- Use strong action verbs to enhance accuracy and variety

What is a Resume? (cont.):

DO NOT INCLUDE:

- **Personal information or physical characteristics**
- **Hobbies or interests unless related to objective**
- **“References available upon request” (but have them available)**
- **Irrelevant information**

How to Decide which Resume Format is Best For You?

USE A CHRONOLOGICAL FORMAT WHEN:	USE A FUNCTIONAL FORMAT WHEN:
<p>1.You are continuing in the same occupation and/or industry</p> <p>2.Your career shows steady growth with progressive responsibilities.</p> <p>3.You have an unbroken employment record (i.e. no gaps).</p> <div data-bbox="254 938 877 1101" style="border: 1px solid black; padding: 5px; margin: 10px 0;"><p>A chronological format calls the reader's attention to your recent job history.</p></div> <ul style="list-style-type: none">• Most acceptable to recruiters and for ad responses.• Focuses on your most recent career.	<p>1.You are making a significant career or job change, for example, Production to Sales, Teacher to Financial Planner.</p> <p>2.You have been employed by the same company for a very long time.</p> <p>3.You have a history of many jobs or gaps in your employment record.</p> <p>4.You have had unrelated jobs or jobs very similar in nature.</p> <div data-bbox="1224 922 1722 1101" style="border: 1px solid black; padding: 5px; margin: 10px 0;"><p>A functional format directs the reader to your functional strengths.</p></div> <ul style="list-style-type: none">• May not be as effective as a chronological resume for ad responses or recruiters.• Best for career changers who will probably achieve their best success through networking.

Both formats are acceptable. You must decide which one best fits your situation

How to Decide which Resume Format is Best For You? (cont.):

<u>Chronological</u>	versus	<u>Functional</u>
1. Name/Address/Phone/Email		1. Name/Address/Phone/Email
2. Objective		2. Objective
3. Summary		3. Summary
4. Professional Experience: including selected accomplishments		4. Selected Accomplishments under specific functional areas of expertise
5. Volunteer (Optional)		5. Professional Experience
6. Military Service (Optional)		6. Volunteer (Optional)
7. Computer Skills (Optional)		7. Military Service (Optional)
8. Education & Training		8. Computer Skills (Optional)
9. Memberships/Associations		9. Education & Training
		10. Memberships/Associations

CHRONOLOGICAL RESUME:

NAME

Address
City, Michigan Zip

Phone: xxx-xxx-xxxx
Email:

CAREER OBJECTIVE

To obtain a position towhich will utilize to achieve....
[Part (1) Describe your target position (s). Part (2) State “two strengths” related to your target (s). Part (3) State contribution you will make.]

CAREER SUMMARY

[Is concise summarization of experience, expertise, technical skills, traits and any distinctions. Indicates level of responsibility, illustrates potential contributions, and highlights greatest strengths.]

PROFESSIONAL EXPERIENCE

COMPANY NAME, city, state
Company description

year-year

Title
Summary of responsibilities

dates

19 /63

CHRONOLOGICAL RESUME (cont.):

COMPANY NAME, City, State

Company description.

Title

dates

Summary of responsibilities

- Achievements [**State demonstrated past achievements that contributed to productivity and/or profitability; Start with an action verb** dates

“BETTER EXAMPLE”

Joe’s Super Market, Warren, Michigan

2000-

present

Provided general food supplies to public.

Stocker

2000 - 2003

- **Insured** that super market always had appropriate merchandise available on shelves
- **Learned** to anticipate weekly inventory consumption cycles and re-stock accordingly
- **Insured** that shelves were never depleted
- **Verified** that products were properly displayed and area clean
- **Insured** that no damaged products were on shelves
- **Provided** training to new employees

CHRONOLOGICAL RESUME (cont.):

Name
Page Two

EDUCATION

Degree, Major
School, City, State

year

Associate of Applied Science, Product Development,
Macomb Community College, Warren, Michigan

2008
(expected)

Certificate of Completion – Auto Technician
Motech Automotive, Livonia, Michigan

1995

[List education degrees in chronological order; List highest degree first]

MEMBERSHIPS / AFFILIATIONS

Organization/Club, Member status

year

[If it is relevant to job objective]

MILITARY EXPERIENCE

Captain, US Army (Air Defense Artillery), Honorable Discharge

1977

[If it is relevant to job objective; List rank, section, branch, and date]²¹ /63

ACCOMPLISHMENTS:

- *States clearly demonstrated past ability that contributed to productivity and/or profitability*
- **Emphasizes past achievements and successes** by using quantifiable and measurable information
- **Specific results** of your actions should be immediately clear to the reader
- **Highlight the value, benefits and contributions** that you bring to the business
- **Substantiate the strengths** included in lead-in paragraph
- *Use bullets to facilitate easy reading*

ACCOMPLISHMENTS (cont.):

Components of a well written accomplishment statement include:

- **Situation/Task**

- state the **circumstances/conditions** that surrounded the accomplishment

- **Action**

- how you executed the **accomplishment**, what you did, actions demonstrated and the specific strengths used

- **Result**

- **business impact** of your actions (key deliverables, measures, benefits, results, etc.; Use \$s, %, or #s to quantify and qualify achievements)

Know as the 'STAR' system

ACCOMPLISHMENTS (cont.):

Writing Style -

- **Begin with a strong action verb** that indicates level, strengths and focuses on results
- **Avoid weak verb and phases**
 - Helped to ...
 - Assisted in ...
 - Coordinated ...
 - Was involved in ..
 - Responsible for ...
- **Define/Identify significant accomplishments that:**
 - Required extra effort or unique skills
 - You did it or helped do it
 - You did it well
 - You enjoyed doing it
 - You are proud of it

ACCOMPLISHMENTS (cont.):

Writing Style (cont.) -

- **Include *measurable performance outcomes***
 - **Reduced or avoided cost**
 - **Increased revenue**
 - **Decreased cycle-time**
 - **Increased quality, satisfaction**
 - **Received award, recognition**

AWARDS:

Should be **included with achievements**, if possible

14 REQUIREMENTS OF AN EXCELLENT LETTER

1. Customized:

- **Do not copy sample letters**
- **Customized each letter for the occasion**
- **Utilize your own choice of language**

2. Concise:

- **Say what needs to be said, including courtesies and pleasantries (i.e. thank you)**
- **Do not create long letters with unnecessary or irrelevant content**
- **Limit to one page (except for special purposes)**

14 REQUIREMENTS OF AN EXCELLENT LETTER

3. Properly Formatted:

- Use uniform margins, center body of letter on page
- Include return address (email), phone number, date, and mailing address
- **Include personalized greeting**, closing and enclosure notation
- **Handwritten notes are not recommended**

4. Error Free:

- **Insure no misspelled words or incorrect grammar, usage or punctuation (including capitalization)**
- **Use a second reader**

5. Purpose Statement:

- **State the reason for your correspondence immediately or very early**

6. Follow Up Statement:

- **State anticipated follow-up next steps near the end**

(Normally the writer tells what he or she will do next in order to move forward and exercise some “control” over the ongoing relationship.)

7. Natural Language:

- **Avoid “big words”** you seldom use in speaking
- Use conversational language as much as possible
(Include active voice, “I appreciated your letter” instead of the passive voice, “Your letter was much appreciated.”)
- **Avoid contractions.**

8. Short Sentences and Paragraphs:

- **Avoid long sentences and paragraphs**
- One-sentence paragraphs are acceptable for emphasis
- **Do not over-use “I”** to start sentences and paragraphs

9. Warm and Friendly:

- **Use friendly expressions and project feelings of enthusiasm, interest and optimism**
- **Show genuine gratitude and appreciation (highly recommended)**

10. Confident and Positive:

- **No room for arrogance or appearance of boasting in letters**
(Undue modesty or uncertainty and any trace of negativism are worse)
- **Project a can-do attitude** and a totally optimistic outlook

11. Individualized:

- Use the other party's name in your greeting whenever possible
(If name is unknown, find out)
- “Dear Sir or Madam” and “To Whom It May Concern” are poor seconds

12. Courteous and Non-Presumptuous:

- Remember, as the job seeker, you are **now in a subordinate role**
- Be careful to “**ask permission**” and to avoid making assumptions that may sound too directive

13. Focused on Needs:

- Most search letters address the needs of prospective employers
- Your goals and priorities are important but secondary
- Do not attempt to negotiate terms or discuss confidential issues until you have a firm job offer

14. Finished - before mailing:

- Proof read one more time
- Be sure that the letter is clean, properly folded on quality paper
- Verify that the envelope is clean, flat and has a return address
- Check print quality to be certain of high contrast and unbroken copy
- Sign each letter neatly; avoid flamboyant signatures
- Take time to make a file copy

ELECTRONIC COVER LETTERS

GENERAL:

- **A brief introduction letter is recommended for an e-mailed resume**
- **Some companies use resume-tracking software to scan resumes, and possibly cover letters into their resume database systems**
- **Save yourself the time of routinely sending formal electronic cover letters (Even if your letter is concise and well presented, it may never be read.)**
- **If an employer is interested in you, the employer will take the time to find your cover letter file and read it.**
- **A cover letter is secondary to your resume**

ELECTRONIC COVER LETTERS

TYPES:

Brief Electronic Cover Letter:

- Sent in response to an **online job posting** or to a company Web site as a cold call
- Brief electronic cover letter consists of **one power paragraph** that opens with a bang and closes quickly
- A **closing line** follows the single paragraph

ELECTRONIC COVER LETTER

TYPES (cont.):

Longer Electronic Cover Letter:

- Sent in **response to higher-level job postings**
- Sent in **response to a phone call** from a recruiter or after a meeting (on the phone or in person) in which an employer invites you to send a resume
- Sent if you **know the person** to whom you are sending an electronic resume (Emphasize the conversations that you have had.)
- Sent if you **have been recruited** and invited to send a resume to an organization
- Sent if someone you haven't met **invites you** to send a resume

ELECTRONIC COVER LETTERS

WRITING STLYE:

- Use an **opening, message and closing structure**
(*Introduction, Body and Conclusion*)
- Choose your cover letter type – **brief, long or formal**
- **Decide on your opening line.** If you can **drop a name**, do it.
(If you can't drop a name, then make a power statement of what you want and why.)

Closing Statement:

- **Don't wimp out at this point** – make it **strong and positive**
- **Use a 'proactive' statements** like “I look forward to talking with you about this opportunity.” Or “I will e-mail you on (a specific date) to inquire about setting up a meeting.”
- Include a statement that **you will be following up** this communiqué with some kind of action (i.e. “if it is OK, I **will be getting back in TBD?**”

CAN You Do the Job?

Typical question areas that should be expected:

- **Your skills**
- **Knowledge**
- **Experience and accomplishments**
- **Learning potential**
- **Handling the physical aspects of the job**

WILL you do the job?

Typical question areas that should be expected:

- Your **interest in the position**, company, industry
- Your **work ethic**
- Your **energy level**
- **Outside influences** that may affect your willingness or availability

Do you FIT In?

Typical question areas that should be expected:

- **Likeability**
- **Chemistry**
- **Communication**
- **Values**
- **Style (work and management)**
- **General interests**
- ***Dress and appearance***

Do you FIT In? (cont.)

Strengthen 'fit' image by focusing on needs and challenges of the position and company

- **Ask insightful questions** which focus on the needs and challenges
 - What are the **major challenges** the position presents over the next six months? The next five years?
 - What kinds of **things are going very well** in the department right now?
 - What kinds of **things need to be changed?**
 - What are the **major job responsibilities?**
- **DO NOT ASK ABOUT COMPENSATION or BENEFITS (OK after the offer)**

Interview Sequences Typical Process

1. Screening

- **Conducted by phone** or in person
- May require **pre-screening assessment test** to verify minimum qualifications for job

2. Qualifying

- Conducted by functional hiring manager (potential new boss)
- **Concentrates on WILL type questions**
(FIT and CAN are second and third priorities)

3. Technical

- **Conducted by a technical subject matter expert**
- Asks questions **to determine knowledge base (CAN)**

Interview Sequences Typical Process

4. Approval

- Conducted by hiring manager's manager
- Focuses on WILL and FIT concerns

5. Fit

- May meet with peers
- Focuses FIT concerns

6. Psychological

- May be conducted by outside psychologist
- Assesses FIT (with company culture) and WILL (motivation)

Interview Sequences (cont.)
Typical Process

7. “Blessing”

- Usually, already done with manger’s manager approval
- Dependent on company size and level of position,
may require another level

8. Legal Checks

- **Medical evaluation**
- **Other investigation assessments**

Types of Interviews

1. Telephone (with real person)

- Relies on your **verbal and vocal communication skills**
- Relax, **take a few deep breaths and proceed**
- If surprised by call, **OK to ask if conversation can be rescheduled later at the interviewer's convenience**
- Make sure there is **no background noise**
- **No smoking, gum chewing, eating or drinking while talking**
- **Speak with enthusiasm and energy**
- **Stand up or sit up straight while you talk (smile)**
- Let the interviewer guide the discussion
- **Take notes**

2. Electronic Telephone or Web Assessment:

- Usually, **screening interviews** for companies that hire many people
- Questions posed to you and **require a key input response**

3. Non-Directed:

- Asks **broad and general questions** (go-with-the-flow style)
- Allows **interviewee to have more control** of the interview
- May indicate **inexperienced interviewer** (Not an effective method)
- **May be seen at smaller companies**

4. Directed:

- Interviewer maintains **tight control with specific questions**
- Specific question content and format are **common to insure consistent treatment of interviewees** by more than one interviewer
- *Behavior based questions*
- **Most common of large companies**

Types of Interviews
Directed

Behavior-Based Interviews:

- Assessment technique that focuses on **accomplishments completed in the past**
- Allows **more fair and objective assessment** of applicants as questions are uniform
- Premise is that **past behavior is a good predictor of future performance**
- Based on **specific competencies required** to succeed in the job (Both technical and performance skills)

Use 'STAR' approach to respond to questions; State specific details (Situation/Task, Action and Results to tell a story)

Answering Interview Questions Eight Cardinal Rules

1. **Keep it brief**
2. **Stop talking** when you have said enough
3. **Listen** carefully
4. **Don't be modest**
5. ***Don't exaggerate***
6. **Talk in concrete terms**
7. **Never defend or argue** a view during an interview
8. **Make connections** for the interviewer

[From *The Executive Interview* by Martin Faux (St. Martin's Press)]

Answering Interview Questions 10 Most Common Questions

1. Tell me about yourself
2. What are your strengths?
3. What are your weaknesses?
4. Why did you leave your last job?
5. What is your work style?
6. What is your management style?
7. What are your future career plans?
8. What do you like to do in your spare time?
9. How did you get along with your last manager?
10. How would your peers, subordinates, or last manager describe you?

Typical Behavior-Based Questions GM Job Interview Technique

Behavior Skills and Competencies Categories:

1. Personal Qualities and Traits

- Ability to learn
- Adaptability
- Initiative
- Motivation Pattern
- Diversity

2. Interpersonal Effectiveness and Communication

- Builds Relationships and Partnerships
- Communication
- Customer Focus
- Teamwork

Typical Behavior-Based Questions
GM Job Interview Technique

Behavior Skills and Competencies Categories (cont.):

3. Management and Decision Making

- **Managing the job/Project**
- **Problem Analysis**
- **Decision Making**
- **Results Orientation**

4. Technical Knowledge

- **Professional Knowledge**

Body Language

- **55% of your credibility is communicated by body language**
- **Conveys a stronger message than your words**
- **Your entrance, handshake and eye contact sets the tone for the interview** (use good posture - head up, make eye contact and smile)
- **Initiate the handshake with a positive greeting**

Body Language (cont.)

- **Maintain eye contact** throughout interview – speaking and listening (generates trust and confidence)
- Nodding is another gesture of support and agreement
- Before you interview, **analyze and practice your body language**
- Above all, **display a positive attitude**

Body Language “Negative”

Body Language

- **Avoiding eye contact**
- **Scratching the head**
- **Biting the lip**
- **Tapping feet**
- **Folding arms**

Typical Interpretation

Evasive, indifferent, insecure, passive, nervous

Bewildered

Nervous, fearful, anxious

Nervous

Angry, disagreeing, defensive, disapproval

References

- **Do not offer references before or until asked for**
- **Reference checks are made to:**
 - **Assure you told the truth about yourself**
 - **Get a feeling for how you work with others**
 - **Pick up otherwise undisclosed information, either positive or negative**

Handling Sensitive Questions

Remember:

- Many interviewers are **not properly trained**
(May not know that question is illegal)
- *Inappropriate questions are often unintentional*
- Often question are based more on perceived relevance rather than legality (**no malice intended**)
- **Use common sense and react objectively, not defensively**

Handling Sensitive Questions (cont.)

If potentially discriminatory questions are asked:

- **Maintain eye contact, remain cool, calm and professional**
- **Be aware of your body language – remain neutral**
- **Ask for clarification** on how the question might relate to the job requirements
- *Evaluate what the interviewer is really trying to ask*
- **Answer in a neutral, positive way**
- **Stick to a discussion about the business**
- **Express concrete facts and ideas – avoid feelings**

After the Interview

- **Send a 'Thank You' correspondence 1 - 7 days after interview (even if you are turned down)**
- **Keep a note file record of each interview**
- **Know the interviewer's time line as to when a decision will be made (OK to conduct follow up conversation after date)**
- **Continue other job search activities**
- **Stay positive**

Presentation Techniques Audience Assessment

Before giving a presentation,

Assess Audience Knowledge Level:

- Find out how much knowledge the audience already knows about the subject
 - Ask your boss or peers
 - If unknown, ask at beginning of presentation
- Find out and anticipate audience needs, attitudes, values and disposition
 - Ask your boss or peers
 - If very sensitive subject, seek inputs from your bosses boss
 - Review material with boss before presenting

NO SURPRISES!!!

Presentation Techniques
Audience Assessment (cont.)

Put yourself in their shoes –

From the Listener's Viewpoint:

- I am important and **want to be respected**
- I want my **viewpoint considered**
- Will your idea **help me** and give me what I want?
- What is your **idea**?
- What are the **facts**?
- ***What is best to do?***
- Do I **support** the request or not?

'Executive Presentations' are –

- **Time limited**
- **Usually persuasive** (seek approval or direction)
- Focus on **'Need-To-Know' information**
- Follow required format if provided

- **Introduction** - focuses on purpose statement only, skips other introduction steps

- **Body** - provides only **'Need-To-Know' data** (key data), utilizes quick reference **'bullet' format** for main points and **avoids new information dialog**

- **Conclusion** - reinforces purpose/reason for presentation, **asks for support** for recommendations or next steps