

Name _____ 'Final' Review – Sections 1 & 2 Final Exam

Engineering Technology
Product Development

Macomb Community College

Design Communications

'Exam Cover Page'

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

(Signature Required)

Please print all answers

'Final' Review – Sections 1 & 2

Communication

Summing Up:

- **Communication** – a process by which **information is exchanged between individuals through a common system of symbols, signs or behavior**

4 Types of Communication:

- **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 are **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)

'Final' Review – Sections 1 & 2

Communication

Summing Up:

- **Introduction** - explains the purpose, captures the attention of the listener, motivates the listener and convinces the listener that you are qualified to speak
- **Body** – provides background information, main idea & argument and addresses refutation to position
- **Conclusion** - summarizes the purpose and main ideas, makes recommendations and asks for support/approval
- **Informative Presentations** – increases understanding
- **Persuasive Presentations** - moves others to action and alters/strengthens belief

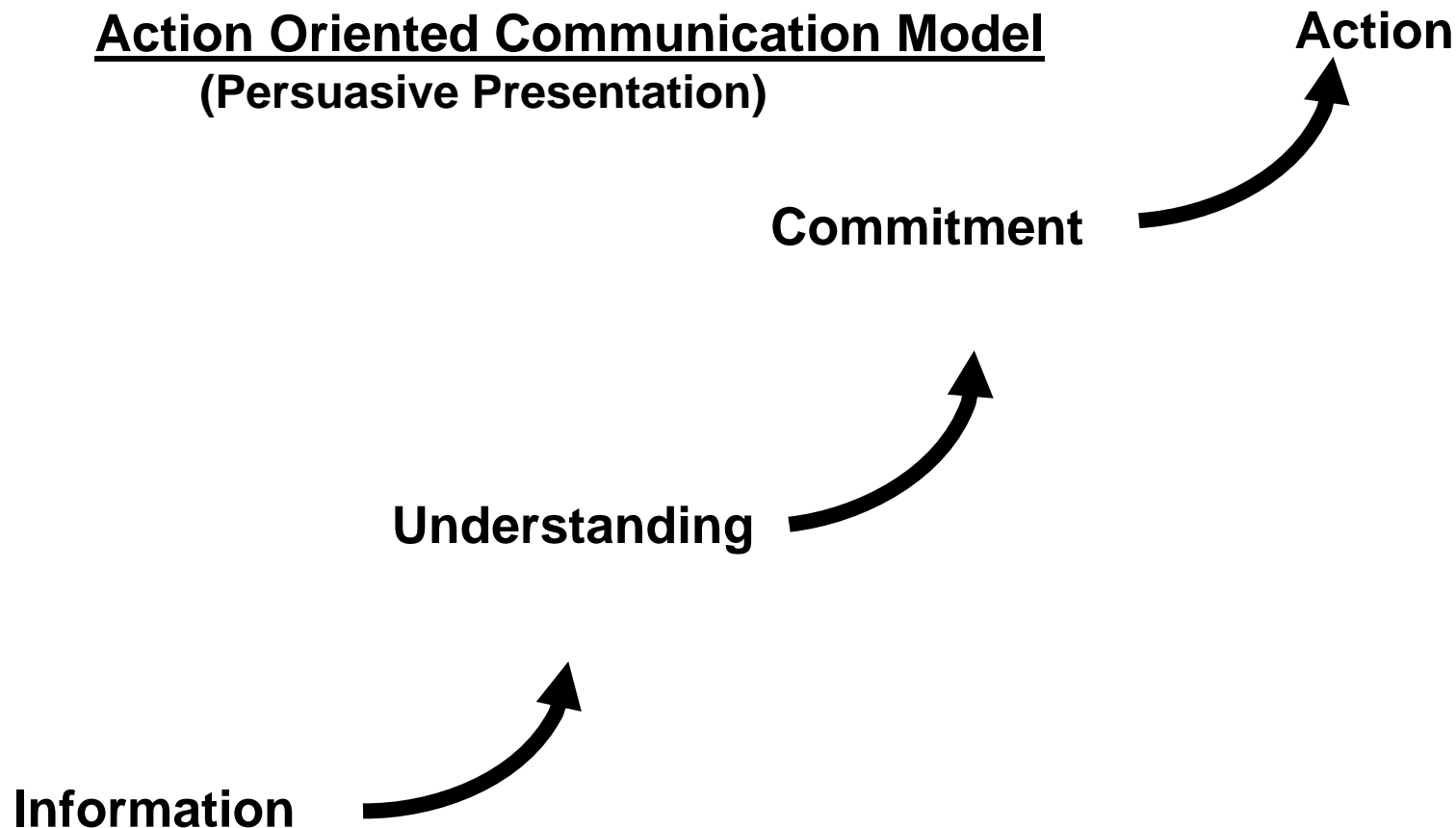
'Final' Review – Sections 1 & 2

Communication

Summing Up:

Action Oriented Communication Model - persuasive presentation which moves the audience through **information, understanding, commitment and action steps**

Action Oriented Communication Model (Persuasive Presentation)



'Final' Review – Sections 1 & 2

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)

'Final' Review – Sections 1 & 2

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

'Final' Review – Sections 1 & 2

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 2.Your career shows steady growth with progressive responsibilities. 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. 2.You have been employed by the same company for a very long time. 3.You have a history of many jobs or gaps in your employment record. 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

'Final' Review – Sections 1 & 2

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 (Optional) | | 2. Objective (Optional) |
| 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 |

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

WRITING STLYE (cont.):

Brief Cover Letters typically utilizes:

- **A powerful opening line** which is rounded it out with basic information
- **A closure statement**

Longer Cover Letters typically utilizes:

- **A powerful opening line** which is rounded it out with basic information
- **Two additional ideas** that are integrated into the opening
- **A closure statement**

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ELECTRONIC COVER LETTERS

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 if it is OK, you **will be getting back in TBD**

'Final' Review – Sections 1 & 2

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**

'Final' Review – Sections 1 & 2

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**

'Final' Review – Sections 1 & 2

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?
 - Six months from now, how will you know you have hired the right person?
 - What kinds of things are going very well in the department right now?
 - What kinds of **things need to be changed**?
- **DO NOT ASK ABOUT COMPENSATION or BENEFITS (OK after the offer)**

Types of Interviews (cont.)

Electronic Telephone or Web Assessment:

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

Directed:

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

Types of Interviews (cont.)

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**

'Final' Review – Sections 1 & 2

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)
- Be prepared to communicate past accomplishments and experiences related to the job requirements and/or company core values (search out on internet)
- Use **'STAR' approach to respond to questions; State specific details (Situation/Task, Action and Results to tell a story)**

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?

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

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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

'Final' Review – Sections 1 & 2

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**

Audience Assessment

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)

'Final' Review – Sections 1 & 2

Audience Assessment (cont.)

From the Listener's Viewpoint: (Put yourself in their shoes.)

- 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?

'Final' Review – Sections 1 & 2

Good Writing

Summing Up: Applies to all forms of written communications

- **Have a clear purpose** – never start without one in mind
- **Be audience focused** – consider the needs, attitudes, and information preferences of the intended audiences
- **State your key message clearly** – state in two sentences or less, the 'take-away' message intended
- **Stay on topic** – stick to the key point and avoid other issues

'Final' Review – Sections 1 & 2

Good Writing

Summing Up (cont.): Applies to all forms of written communications

- **Observe economy of words** – insure every word makes a contribution
- **Use simple sentences** – keep them short and uncomplicated
- **Consider your delivery strategy** – who should author, what is timing for and what format should be used

'Final' Review – Sections 1 & 2

Start Up Strategies

Summing Up –

The chapter suggests four techniques or methods as start-up strategies:

- Questioning – put yourself in the readers' shoes
- Traditional Outline – learned in school, a logical structure or sequence
- Brainstorming – free association or 'sandbox collection'
- Free Writing – encourages your imagination to roam freely

In addition, before beginning, scope the communiqué

Scoping – determine how broadly or narrowly the subject will be treated

'Final' Review – Sections 1 & 2

First Draft

Summing Up:

- Technique for creating the first draft – **Get it written; Get it right later**
- **Writing tools**
 - **Build on paragraphs** – essential building blocks for writing
 - **Create transitions** – linkage flow from idea to idea or paragraph to paragraph
 - **Use design elements** to lighten the reader's load – headings, subheadings, boldface fonts, bulleted and numbered lists, graphics and white space

'Final' Review – Sections 1 & 2

Getting It Right

Summing Up: Applies to all forms of written communications

- **Editing for Content** – examine structure, logic, and message to insure a attention getting beginning, a logical message layout and a clearly defined ending
- **Editing for Style** – the author should be sensitive to the different kinds of styles and use the one they are most comfortable with
- **Tightening and Sharpening Sentences** – insure every word and sentence adds value to the message
- **Editing for Accuracy** – double-check for typos, ambiguous statements, misspelling and errors in facts

'Final' Review – Sections 1 & 2

Everyday Writing

Summing Up:

- **Memos** – used for written communication within the company
- **Business Letters** – typically used for communication outside the company
- **E-mail** – most used and abused form of communication
 - Use one message per e-mail
 - Use attachments for long communiqués
 - Review what you wrote before sending out

'Final' Review – Sections 1 & 2

Presentations

Summing Up:

- Greek approach to public speaking consists of five part structure
 - **Introduction** – speaker prepares the audience to be receptive
 - **Narrative** – speaker tells the story
 - **Argument** – speaker presents supporting logic
 - **Refutation** – speaker anticipate and rebuts possible objections to position
 - **Conclusion** – speaker appeals to audience to accept proposal

'Final' Review – Sections 1 & 2

Presentations

Summing Up:

- **Four Rhetorical Devices** used to connect with and convince audience of position
 - **Parallel Structure** – use of sentences that are alike in function and construction (“We will work hard...We will work smart...We will create..”)
 - **Triads** – observation that lists of threes satisfies audiences needs (“1 ..., 2..., and finally, 3...”)
 - **Antithesis** – placing of a sentence or one of its parts in opposition to another (“Live Free or Die”)
 - **Rhetorical Question** – questions asked for sole purpose of inducing an effect on the audience (“If we keep on following...”)

'Final' Review – Sections 1 & 2

Presentations

Summing Up:

Three Primary Learning Styles

- **Seer** (Visual) Learner – learns **by sight** (30-40 % of population)
- **Hearer** (Auditory) Learner – learns **by listening** (20-30 % of population)
- **Doer** (Kinesthetic) Learner – learns **by doing** (30 – 50% of population)

'Final' Review – Sections 1 & 2

Presentations

Summing Up:

- Aim for the Hearts as well as the Heads
 - Beware that business folks tend to be influenced by logic and facts
 - Best used after arguments are made
 - Tells the listener what's in it for them

'Final' Review – Sections 1 & 2

Backstage

Summing Up:

- **Define Your Objective** – clarify the outcome you are seeking
- **Understand the Audience** – the more you know, the better prepared you will be (no surprises)
- **Decide What to Say** – 3 part approach
 - Define the key message
 - Identify the arguments that support the key message
 - Identify what's needed to get audience participation and support

'Final' Review – Sections 1 & 2

Backstage

Summing Up:

- **Get Organized** – plan what you intent to say or do for each part of the presentation
- **Develop Effective Visuals** – insure visuals add value and are effective
- **Rehearse** – Learn and practice your delivery, be familiar with the meeting room

'Final' Review – Sections 1 & 2

Showtime

Summing Up:

- **Effective speaking** – most obvious requirement of effective delivery
- **Projecting a Positive Image** – *more important than the words you say*
- **Keeping the Audience Engaged** – the speaker is responsible for this;
assess the audience involvement in the presentation
- **Question and Answers Sessions** – *anticipate questions*, provide feedback and *demonstrate empathy*

'Final' Review – Sections 1 & 2

Showtime

Summing Up:

- **Group Presentations** – *insure someone is in charge and format is common*
- **Stage Fright** – control through preparation, *memorizes the opening*
- **Presentation Evaluation** – ask for assessments, *particularly from your boss*

'Final' Review – Sections 1 & 2

Dialogue

Summing Up:

- **Understand the Other Person** – ‘know the audience principle’ applies equally to one-on-one communications
- **See Yourself from the Other Person’s Perspective** – seek to understand how the other person views your company and yourself
- **Create Dialogue** – encourage two way idea sharing such that you can reach a common solution

No matter how much your boss loves your work,

You *need to prepare* before asking for money:

- *Be ready to review your achievements*
(Have them written down; Must be solid)
- *Know the prevailing wage* for your job
(Levels, ranges, and bonus potential)
- *Time the conversation before the merit budget is set* for the next year (If you don't know timing, ask)
- Conversation is most difficult if scheduled after decisions have already been made (Usually have to take from someone else)
- *Ask if you can have this conversation*
(Don't surprise the 'boss')