



Answer Key

Listening

Communication Matters (pg. 10)

Professional Challenge

Subject: New Communication Policy

Hi Team,

We are excited to announce a new company-wide communication policy designed to improve how we interact with each other. This policy will provide clear guidelines for email etiquette, social media usage, and internal communication channels.

Why is this important?

- Clearer Communication: this policy will help us avoid misunderstandings and work more efficiently.
- Improved Professionalism: it will help us maintain a professional image both internally and externally.

Key Points of the Policy:

- Email Etiquette: we will have specific guidelines for email formatting, tone, and content.
- Social Media: we will outline how to use company social media accounts and how to represent our company online.
- Internal Communication: we will provide best practices for meetings, phone calls, and other internal communication channels.

What's Next?

We will be hosting training sessions to help everyone understand the new policy. We will also provide resources and support to help you implement these changes.

Let us work together to make our communication even better!

Best,

Alex

Marketing Coordinator

Speaking

How do I Handle Someone being Defensive? (pg. 12)



Answer Key

Activities

1. Work in pairs. Role-play.

Example of Role-Play:

HR Representative (HR): "Hi Brandon, I wanted to follow up and see how you're doing with the survey reports. I understand you're feeling quite overwhelmed. Can you tell me more about what's been happening?"

Defensive Employee (DE): "I'm just overloaded with tasks, and it seems like everyone is asking me for something at once. I haven't even started on the reports yet, and Tyler hasn't been helping either. I'm really stressed out and don't know where to turn."

HR Representative (HR): "I can see that you're feeling unsupported and overburdened. I want you to know that I'm here to help. Let's discuss some options for getting this done. Do you think we can delegate some of the tasks to others?"

Defensive Employee (DE): "I don't know if that will be enough. The deadline is Friday, and I'm already feeling like I'm going to have to work nights and weekends to finish."

HR Representative (HR): "Understood. How about we involve Ellie and Paige to assist with data entry? I'll also follow up with Tyler to see if he can contribute. Does that sound manageable?"

Defensive Employee (DE): "That might help. If Ellie and Paige can spend an hour each on data entry and if Tyler gets back on track, it could make a difference. I just don't want to be stuck with everything."

HR Representative (HR): "Absolutely. We'll set up a plan and provide clear instructions for Ellie, Paige, and Tyler. Let's regroup later to make sure everything is on track. Thank you for your patience and hard work, Brandon."

Defensive Employee (DE): "Thanks for understanding. I appreciate your support and hope this plan works out."

3. Speaking Practice. Dialogue Creation. Create a dialogue between two colleagues discussing their reactions to a surprising event. Use the following expressions or gestures: shrug, frown, purse your lips, hug, tremble, wink, cross your legs.

Possible answer:

Colleague A: Did you hear about the surprise announcement at the meeting today?

Colleague B: Oh, definitely! I couldn't believe it. [Crosses legs and looks intrigued]

Colleague A: I know, right? I was so shocked that I started to tremble slightly. I wasn't expecting such a big change.

Colleague B: Same here! At first, I just frowned because it was so out of the blue. I mean, I thought everything was going well.



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Colleague A: Yeah, it was a bit overwhelming. I think I was in such disbelief that I just pursed my lips and stared blankly for a moment.

Colleague B: I get that. I almost wanted to hug the person next to me for some comfort. It felt like the room was shaking!

Colleague A: Absolutely. And did you notice how everyone kept shrugging when asked for their opinion? It seemed like no one really knew what to say.

Colleague B: Right? And that one person even winked at me as if to say, "We're in this together."

Colleague A: I'm glad we're on the same page about this. It's going to take some time to process everything.

Colleague B: For sure. Let's try to stay positive and see how things unfold. We'll figure it out together.

Writing

A Letter of Complaint (pg. 14)

Activities

2. Drafting a Professional Letter of Complaint.

Possible answer:

Subject: Formal Complaint Regarding Faulty Hard Drive and Data Loss

Dear Apple Customer Service,

I am writing to formally express my dissatisfaction with a recent purchase from your company. On 10th June, I bought a MacBook Pro 13" (Order #12345). Unfortunately, shortly after receiving the product, I encountered a serious issue with the hard drive. It malfunctioned completely, leading to permanent data loss.

This situation is deeply concerning as it has caused significant inconvenience and disruption to my work. The reliability and quality I expected from an Apple product have not been met in this case, and I am highly disappointed.

To rectify this issue, I would like to request the following:

1. A replacement computer with a fully functional hard drive.
2. Reimbursement for any data recovery services I may need to pursue due to this failure.



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3. Assurance that the replacement product will not have similar issues.

I have attached a copy of my receipt and order confirmation for your reference. I trust that Apple will take immediate action to resolve this matter and restore my confidence in your products.

I look forward to your prompt response and a resolution to this issue.

Thank you for your attention to this matter.

Sincerely,

Emma Winton

Professional Challenge

Project: Develop a Communication Strategy for a Company (pg. 17)

Communication Strategy Example: XYZ Tech Inc.

1. Define your audience:

- Primary audiences:
 - Customers: tech-savvy individuals, small businesses, and enterprises looking for innovative software solutions.
 - Employees: internal staff across departments, including developers, marketers, and customer support.
 - Investors: current and potential investors interested in the company's growth and profitability.
- Second audiences:
 - Media: technology journalists, bloggers, and industry analysts.
 - General public: broader community for brand awareness.

2. Set communication goals:

- Strengthen brand awareness: position XYZ Tech Inc. as a leader in innovative software solutions.
- Increase sales: boost sales of the company's flagship product by 20% over the next six months.
- Promote new products: launch and promote a new AI-powered software tool to targeted customer segments.
- Improve employee engagement: enhance internal communication to improve employee morale and retention by 15% over the next year.



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3. Develop key messages:

- For customers: "XYZ Tech Inc. empowers you with cutting-edge software solutions designed to simplify your work and boost productivity."
- For employees: "At XYZ Tech Inc. your innovation and collaboration are the keys to our collective success".
- For investors: "XYZ Tech Inc. is on the fast track to growth, with innovative products that drive value and sustainable returns".
- For media: "XYZ Tech Inc. is revolutionizing the software industry with AI-driven solutions that meet tomorrow's challenges today".

4. Choose communication channels:

- Website: update the homepage and product pages with the latest information about new product launches and company news.
- Social media: use platforms like LinkedIn and Instagram to engage with customers, share success stories, and promote new products.
- Email marketing: send out newsletters and product updates to a segmented email list, targeting specific audiences with relevant content.
- Press releases: announce new product launches, major company milestones, and investor updates.
- Internal communication tools: use intranet updates, and regular email newsletters to keep employees informed and engaged.

5. Create a content calendar:

- Monthly themes:
 - January: New Year, New Tools- Promote the latest software updates.
 - February: Customer Success Stories- Share case studies on social media and the website.
 - March: Employee Spotlight- Highlight team achievements internally and on LinkedIn.
- Content types:
 - Blogs: weekly posts on industry trends, product features, and company news.
 - Videos: monthly tutorials and product demos to be shared on YouTube and social media.
 - Webinars: quarterly webinars on software best practices and product updates.
- Frequency:
 - Social media: daily posts with a mix of promotional and educational content.
 - Email newsletters: bi-weekly newsletters with updates and promotions.
 - Press releases: as needed, around major events or product launches.

6. Implement and monitor:

- Implementation:



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- Assign roles: marketing team to handle social media, content creation, and email marketing; PR team to manage media relations; HR to oversee internal communications.

- Execution: launch campaigns according to the content calendar, ensuring consistent messaging across all channels.

- Monitoring:

- Analytics tools: use google analytics, social media insights, and email marketing analytics to track engagement, reach and conversion rates.

- Feedback loops: gather feedback from customers, employees, and investors through surveys and direct communication to continuously improve the strategy.

- Adjustments: make necessary changes based on performance data to optimize the communication strategy over time.

Rubric:

This rubric provides a comprehensive and structured way to evaluate the communication strategy project, ensuring that students are assessed on all critical aspects of their work.

Criteria	Excellent (4 points)	Good (3 points)	Satisfactory (2 points)	Needs Improvement (1 point)
Audience Identification	Clearly defines and segments all relevant target audiences with detailed justifications.	Identifies most target audiences with some segmentation and reasonable justifications.	Identifies general target audiences but lacks specific segmentation and clear justifications.	Fails to clearly identify target audiences or provides no justifications.
Communication Goals	Articulates clear, measurable, and realistic communication goals that align with the company's objectives.	States communication goals that are mostly clear, measurable, and aligned with company objectives.	Lists communication goals that are somewhat clear but may lack measurability or strong alignment with objectives.	Communication goals are unclear, unmeasurable, or poorly aligned with company objectives.
Key Messages	Develops compelling, concise, and consistent key messages	Provides clear key messages that are mostly tailored to each	Creates key messages that are somewhat clear but may lack tailoring to	Key messages are unclear, inconsistent, or poorly tailored



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	tailored to each audience and goal.	audience and goal.	specific audiences or goals.	to the audience and goals.
Communication Channels	Selects highly appropriate channels for each audience with strong rationale, ensuring effective reach.	Chooses appropriate channels for most audiences with adequate rationale, ensuring effective reach.	Selects channels that are somewhat appropriate but may lack strong rationale or effectiveness.	Channels selected are inappropriate, ineffective, or poorly justified.
Content Calendar	Provides a detailed, organized content calendar with clear themes, content types, and responsible parties.	Creates a content calendar that is mostly detailed and organized with clear content types and responsibilities.	Offers a content calendar that is somewhat organized but may lack detail or clarity in content types and roles.	Content calendar is disorganized, lacks detail, or is missing key elements such as themes or responsibilities.
Implementation Plan	Outlines a clear and actionable implementation plan with assigned roles, timelines, and specific actions.	Presents an implementation plan that is mostly clear with assigned roles and a general timeline.	Provides an implementation plan that is somewhat clear but lacks specific actions or detailed timelines.	Implementation plan is vague, lacks specific actions, or does not assign roles and timelines effectively.
Monitoring and Adjustment	Establishes a comprehensive monitoring plan with specific metrics, feedback mechanisms, and adjustment strategies.	Proposes a monitoring plan with relevant metrics and some strategies for feedback and adjustment.	Includes a basic monitoring plan with limited metrics and vague adjustment strategies.	Monitoring plan is insufficient, lacks metrics, or provides no strategies for feedback and adjustment.
Clarity and Professionalism	Strategy is presented in a clear, well-organized, and professional manner with no errors in grammar or format.	Strategy is mostly clear, organized, and professional with minimal errors in grammar or format.	Strategy is somewhat clear but may have organizational issues or noticeable errors in grammar or format.	Strategy is unclear, poorly organized, or contains numerous errors in grammar or format.



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Creativity and Innovation	Demonstrates exceptional creativity and innovation in approach, messaging, and channel selection.	Shows creativity and innovation in most aspects of the strategy.	Displays some creativity but may rely on conventional approaches without much innovation.	Lacks creativity and innovation, relying heavily on conventional or outdated approaches.
Overall Effectiveness	The strategy is highly effective and likely to achieve the communication goals and objectives set out.	The strategy is effective and likely to achieve most of the communication goals and objectives.	The strategy is somewhat effective but may struggle to achieve all the communication goals and objectives.	The strategy is ineffective and unlikely to achieve the communication goals and objectives.

Scoring:

Total Points Possible: 40

Score Ranges:

36-40: Excellent

30-35: Good

20-29: Satisfactory

10-19: Needs Improvement