

NOCTI General Management Pathway (EOPA Assessment)

Communication

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Be prepared

This resource has been developed to prepare you for your EOPA which will be your final exam grade (20% of your final grade).

This should not be your sole resource in preparation for this assessment.

Assessment information

- The assessment is online
- Must score a 70% or higher in order to pass
- You will need: a basic calculator
- Time/Length: 2 hours/ 107 multiple-choice questions
- Date: Monday, April 17th/ 5th and 6th period
- Location: Rm 615 (Mrs. Brew)

Why is this important?

PURPOSE

Tests specific competencies and skills

Measures your comprehension and application of critical business skills

Based on industry standards

BENEFIT

Proves that you have the knowledge and the skills businesses want

You can add this to your resume!

You will earn a globally recognized industry credential

You can do it!

You will pass this assessment!

Our goal: 100% Pass rate

You must score a 70 or higher!

Who will get the highest score?

After completing this lesson you will be able to:

- Locate, organize, and reference written information from reliable sources to communicate with coworkers and clients (e.g., body language, clarifying)?
- Develop and deliver formal and informal; presentations using appropriate media to engage and inform audiences?
- Apply listening skills and interpret verbal and nonverbal behaviors to enhance communication with coworkers and clients (e.g. improving professional skills)?

As you progress through the lesson

Read through/listen to the video in its entirety

Visit websites and watch the videos embedded by following the hyperlinks

Take handwritten notes on a sheet of paper

Review the material throughout

- *Test Your Knowledge*
- *Review Questions*

Write down any questions that you have

- For further research
- For Dr. Dupree

Create 3 original multiple-choice test questions for the standard

Let's Get Started!

Locate, organize, and reference written information from reliable sources to communicate with coworkers and clients (e.g., body language, clarifying)?

Writing

Keep in mind whether you should use a formal or informal tone.

Proper structure for the doc (which also depends on the type of writing.)

Use correct:

- punctuation
- grammar
- spelling
- vocabulary



Writing Skills

- Are necessary in order to communicate effectively
- Writing is an essential job skill.
- Can be unique to a particular profession
 - a teacher may have to tailor his or her writing so a third grader can understand and comprehend what she is reading
 - a journalist must use a specific style of writing called AP style

Writing Skills

- Include having a general comprehension of basic spelling, grammar and punctuation

Term	Definition	Example
Noun	a word which describes a person, place or thing	Michael, New York, chair
Pronoun	a word which replaces or substitutes a noun	he, she, they, who
Verb	a word which describes an action	bring, read, jump
Adjective	a word which describes a noun or pronoun	old, tired, pretty

Common Grammatical Mistakes

- Include the following:
 - using run-on sentences
 - confusing singular and plural words (i.e., using improper verb tense)
 - confusing “a” and “an”
 - using incomplete or fragmented sentences

Sentence Punctuation

- Includes the following:
 - a period ends a basic sentence
 - a question mark ends a direct question or inquiry
 - an exclamation mark is used to express urgency or extreme emotion

Rules for Commas

- Include the following:
 - separate elements in a series
 - one, two, three
 - connect two independent clauses
 - He laughed, but then realized what he had done.
 - separate related adjectives
 - He was tall, dark and handsome

Rules for Commas

- Include the following:
 - avoid confusion
 - Mostly people, are kind.
 - Mostly, people are kind.
 - separate quotation marks
 - Marcus asked, “How old is she?”
 - distinguish typographical rules
 - Lincoln, NE
 - Daniel Sutton, III

Rules for Apostrophes

- Include the following:
 - use to form the possessive case of a singular noun
 - add an apostrophe before the s
 - Juan's car; Sara's house
 - use to form the possessive case of a plural noun
 - add an apostrophe after the s
 - girls' teams
 - use to create contractions
 - can't = can not
 - it's = it is

Common Punctuation Mistakes

- Include the following:
 - using too many commas
 - using the wrong punctuation mark at the end of a sentence
 - misusing dashes, hyphens and apostrophes

Writing Skills

- Organization of written papers should include:
 - an introduction
 - a thesis or introductory statement
 - a roadmap or intended outline
 - the body
 - appropriate transitions
 - at least three main points
 - a detailed content and analysis
 - the conclusion
 - a summary of main points
 - a restatement of the thesis
 - a concluding statement

E-Mail

- Is a message transmitted through electronic networks and arrives at an electronic address (e.g., yourname@someplace.com)
 - is commonly misused
 - sender can appear lazy, rude and uneducated if he does not proofread his e-mail

Writing Skills: E-Mail

- Includes the following tips:
 - do not type in all caps
 - always put a subject in the subject line
 - refrain from colors, graphics and fonts which are hard to read
 - do not use work related e-mail addresses for social e-mails
 - do not forward crude jokes and stories through work e-mails; e-mails remain in the system even when deleted
 - spell check e-mail
 - always include a signature

Effective Communication

- Requires the following:
 - gather thoughts and information before communicating
 - take time to calm down if someone is angry or upset
 - prepare to give immediate and honest feedback
 - remember the messages are important to the person delivering it
 - try not to intimidate or pressure someone
 - treat everyone with respect

Verbal & Nonverbal Communication

- Can be used to understand and interpret a person's message
- May contradict each other



Verbal Communication

- Involves communicating through words
- Includes the following:
 - tone of voice (inflection)
 - pitch
 - volume
 - emphasis

Tone of Voice

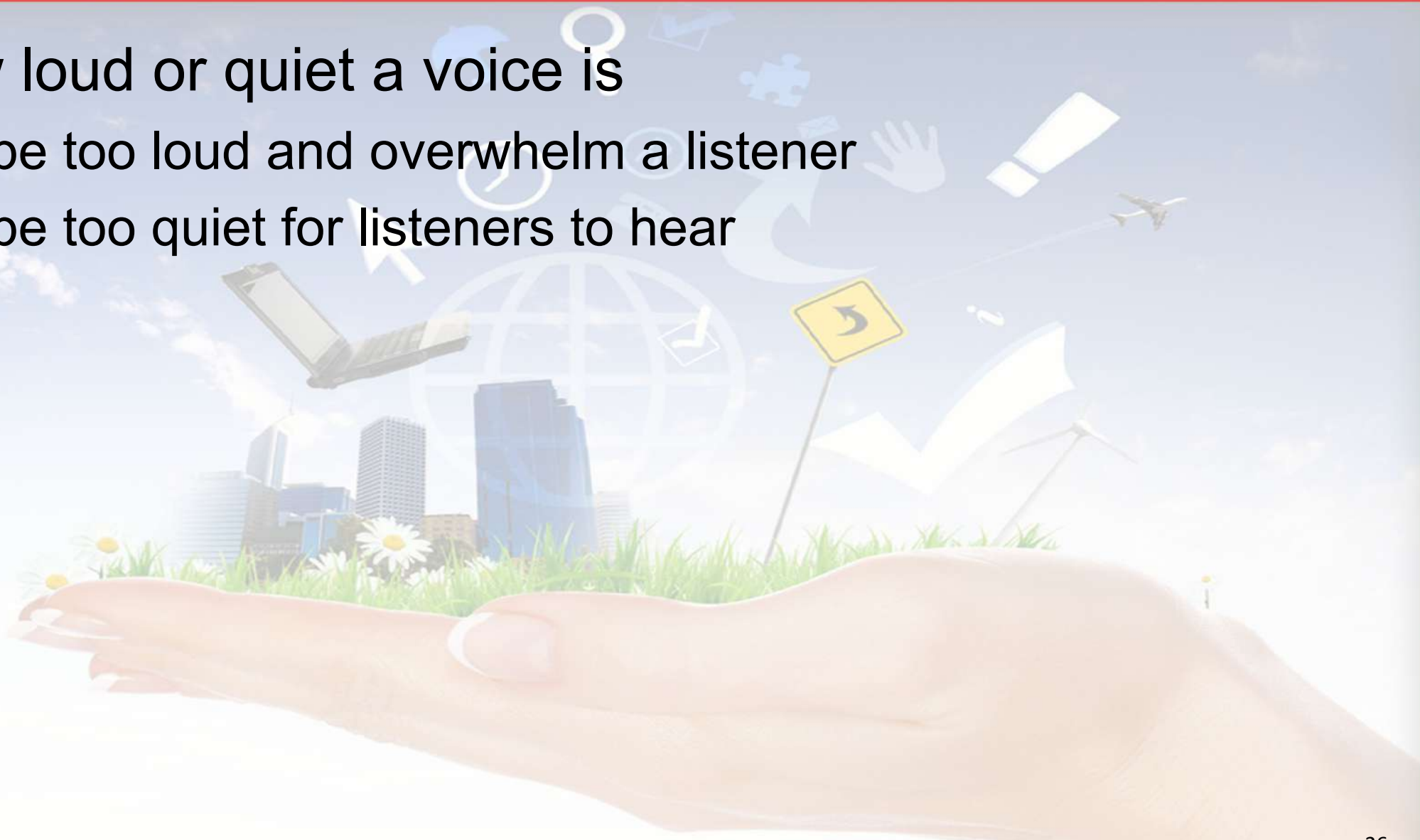
- Is the raising and lowering of the voice
 - can indicate a question by raising voice at the end of message
 - can indicate a statement by lowering voice at the end of message
- Can be referred to as inflection

Pitch

- Is how high or deep a voice is
 - can be considered authoritative if a voice is very low
 - will get higher when a person is angry

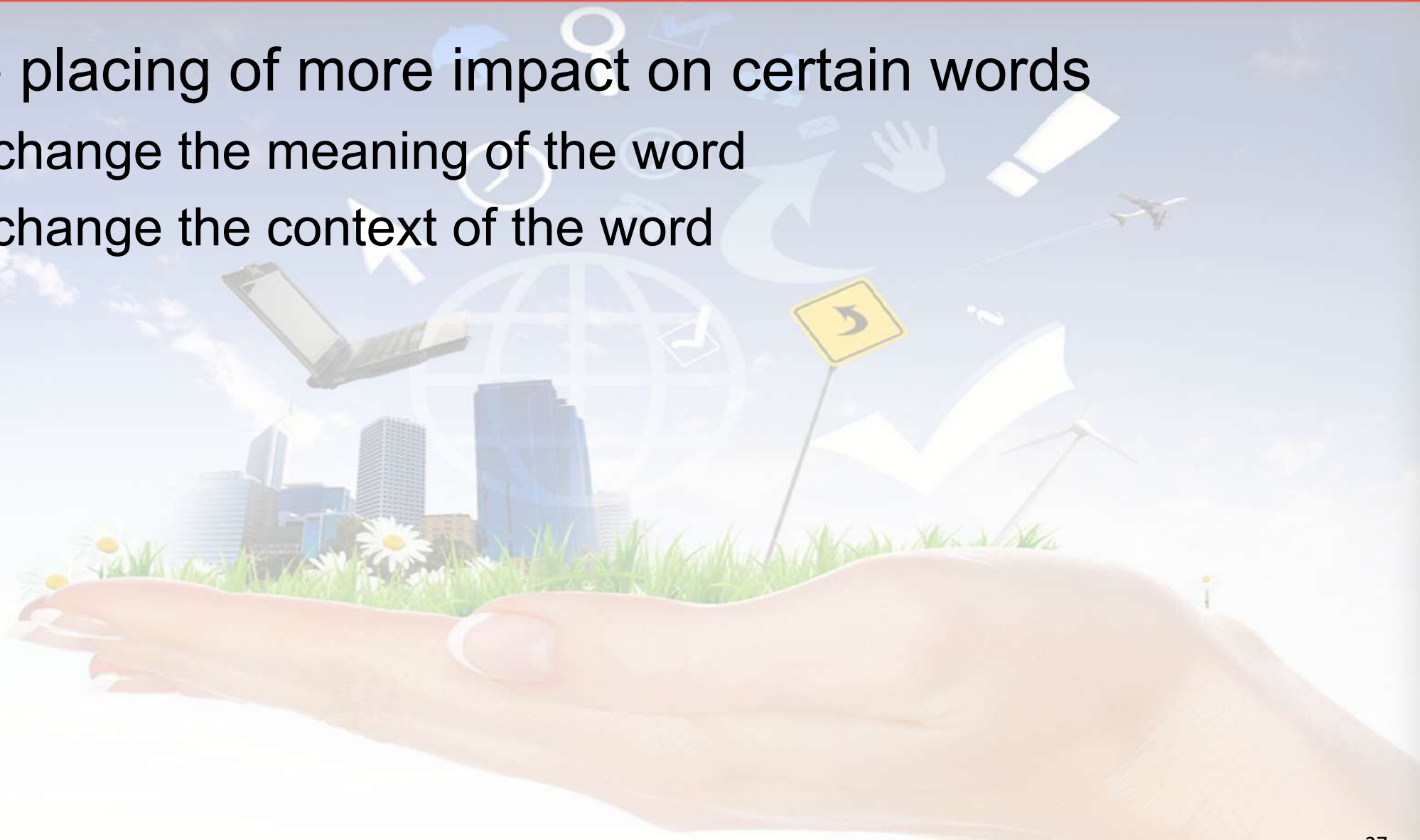
Volume

- Is how loud or quiet a voice is
 - can be too loud and overwhelm a listener
 - can be too quiet for listeners to hear



Emphasis

- Is the placing of more impact on certain words
 - can change the meaning of the word
 - can change the context of the word



Nonverbal Communication

- Involves messages communicated through body movement
- Includes the following:
 - eye-contact
 - posture
 - personal space

Eye-Contact

- Is to look at someone while communicating
 - is important because it proves the receiver of the message is paying attention
 - is hard for one to do if he is shy, nervous or lacks self-confidence

Posture

- Involves the body position
 - can indicate a person's mood
 - can be misinterpreted



Personal Space

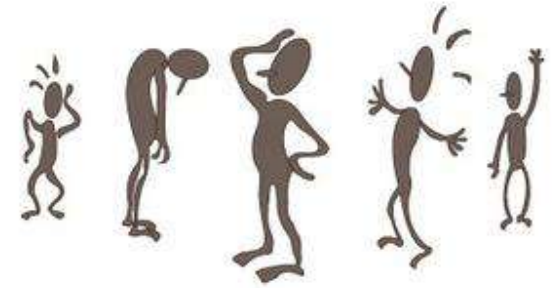
- Is the area allowed between two or more people
 - is smaller the closer the relationship
 - is considered social space when people are 4-12 feet apart

Body Language

Movements or positions of the body that express a person's thoughts or feelings

Most of what a person's says is based on their body language

Do's & Don'ts of Body Language



Do

- Maintain eye contact
- Especially when you are shaking someone's hand look them in their eyes
- Sit up straight
- Give a handshake
- Smile
- Keep your feet side by side to show confidence
- Put your hands on hips, this is a sign of confidence

Don't

- Fidget
- Play with clothes or hair
- Look at watch during conversation or when listening to a presentation
- Cross your legs
- Slouch
- Use a lot of gestures
- Do not touch your neck in can show signs of being nervous
- Keeping your ankles crossed signifies discomfort and restraint
- Do not use two hands (when shaking hands)

Body Language Do's and Don'ts.

[More info Below:](#)

<http://www.businessinsider.com/common-body-language-mistakes-employees-make-2014-4>

Clarifying

In communication, clarification involves offering back to the speaker the essential meaning, as understood by the listener, of what they have just said. Thereby checking that the listener's understanding is correct and resolving any areas of confusion or misunderstanding.

Read more at: <https://www.skillsyouneed.com/ips/clarification.html>

How to develop and deliver formal and informal; presentations using appropriate media to engage and inform audiences?

Effective Oral Presentations

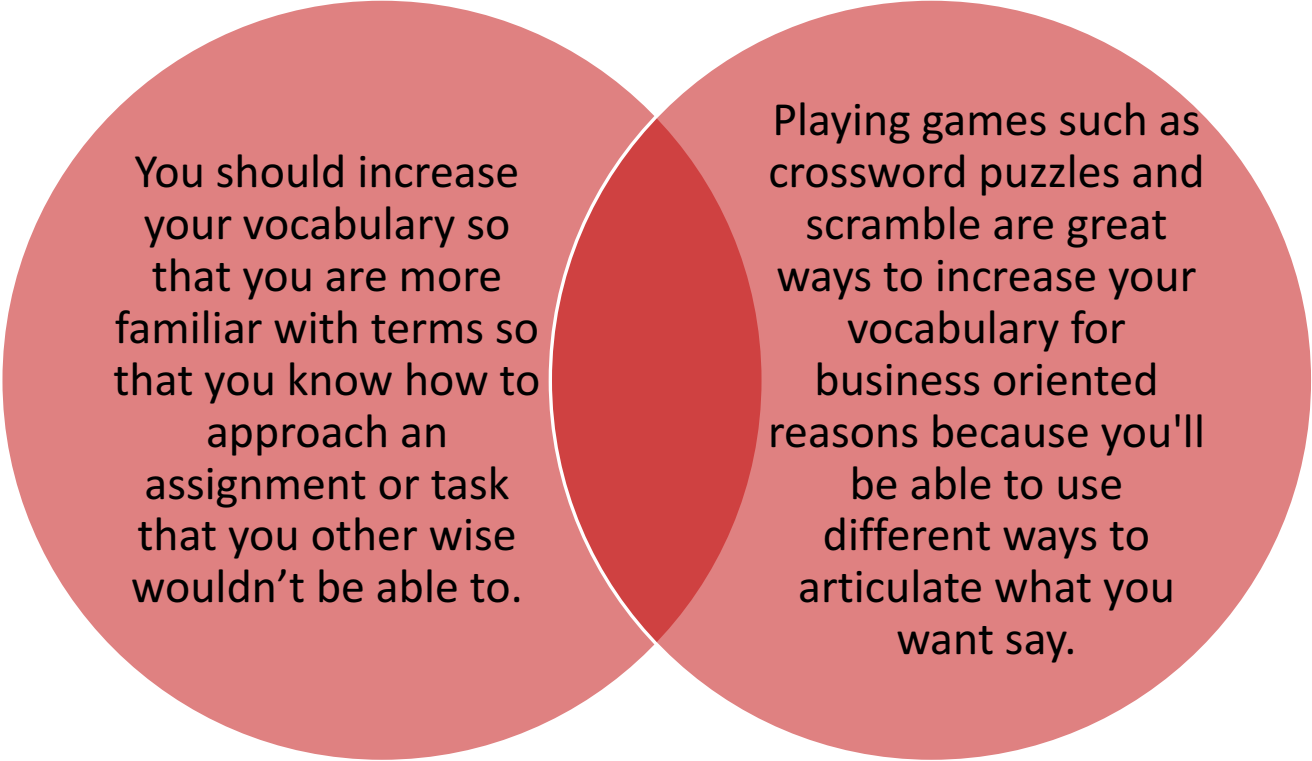
Criteria <i>Standards for Performance</i>
<p>(Preparation) Be prepared - know what you are talking about (your subject) and what you are going to say <i>and do before</i> your presentation starts. Practice! Preparation should be evident in your presentation.</p> <p><i>Before you start:</i> Make sure that you do not have on a book bag, blanket, purse, set of headphones, and/or a heavy coat. Dress appropriately for the occasion (business causal or professional dress is preferred)</p> <p>Remember to be courteous throughout your entire presentation.</p>
<p>(Enthusiasm) Show enthusiasm and energy throughout your presentation</p>
<p>(Introduction) Introduce yourself: (Use a salutation such as, "Good morning!", say your last name and first name and tell us what you are going to tell us about (what your presentation is about).</p>
<p>(Posture) Stand up straight</p>
<p>(Eye Contact) Make eye contact (Do not read off the board or stand in front of the board) and remember to smile 😊</p>
<p>(Elocution) Speak clearly and be loud enough that everyone in the room can hear you</p>
<p>(Pronunciation) Pronounce words correctly</p>
<p>(Language use) Use proper grammar and correct word choice (Use Standard <i>Formal</i> English)</p>
<p>(Composure and Confidence) Don't fidget, swing arms, hit yourself, rock, or pace</p>
<p>(Visual) If you have a visual and/or media aid: It should be easy to read and/or hear and be error free</p>
<p>(Conclusion) Conclude your presentation: Summarize your key points, ask your audience if they have any questions (and answer questions). Thank the audience for their time.</p>

Speaking



- It gives you the ability to inform, persuade, and direct.
- It gives you the ability to stand before others and speak effectively which is not an ordinary ability.
- A speaker whose skills are honed and developed with constant practice and reflection can stand out.
- Employers have always valued the ability to speak well.
- Speaking skills can enhance one's personal life.

Speaking Skills



You should increase your vocabulary so that you are more familiar with terms so that you know how to approach an assignment or task that you otherwise wouldn't be able to.

Playing games such as crossword puzzles and scramble are great ways to increase your vocabulary for business oriented reasons because you'll be able to use different ways to articulate what you want say.

Speaking

Encourage others to participate or share opinions.

Ask open ended questions (not yes or no questions.)

Make sure the audience understands what is said.

Reflect on what all you have said at the end.

Use nonverbal cues to clarify what you want to say.



Speaking

- Is the most common way of communicating
- Should be organized to be clear and concise
- Occasions might include:
 - school elections
 - class presentations
 - pep-talks
 - work meetings
 - job interviews
 - charity events
 - award ceremonies

Speaking Skills: Speeches

- Include the following:
 - introduce yourself
 - understand the audience
 - be familiar with how the audience feels about the speech topic
 - speak slowly
 - repeat major points

Organizing a Speech

- Should include the following:
 - begin with an “attention getting device,” such as:
 - story
 - quote
 - statistic
 - present a roadmap, or outline, of the speech
 - introduce the main points
 - discuss each point in detail
 - cite references when appropriate
 - provide a general summary of ideas
 - conclude with an idea similar to the opening

Speaking Skills: Telephone

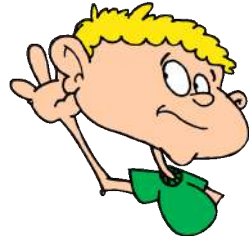
- Include the following tips:
 - use manners and courtesy
 - promptly pick up the phone within three rings
 - answer with “hello” or another formal greeting; do not answer informally
 - answer “this is she/he” not “this is her/him”
 - say goodbye and do not hang-up without acknowledging the call is over

Review Questions



How to apply listening skills and interpret verbal and nonverbal behaviors to enhance communication with coworkers and clients (e.g. improving professional skills)?

Listening



- Listening is important because it prevents miscommunication.
- It can make a message more clearly understood.
- It can help reduce the amount of frustration for the speaker.

Listening Skills

- Are one of the most important aspects of communicating well
- Active listener: letting a speaker know one is listening and hearing
 - respectful to the speaker
 - easier to absorb and understand the information
- Will help people respond specifically, accurately and honestly

Listening Skills

- Include the following tips:
 - do not make judgments about the speaker which may cloud interpretation of the message
 - focus attention on the speaker and away from distractions

Listening

Make sure there are no interruptions so you understand what is being said.

Put away any judgement and listen without being biased.

Do not only listen to verbal cues look at verbal cues.

Participate in active listening: ask questions, and summarize what is said.

Listen to the tone of the speaker.

Maintain eye contact, and give the speaker your undivided attention.

Listening
=
Learning

Listening Skills



Step 1: Face the speaker and
Maintain eye
contact



Step 2: be
attentive, but
relaxed



Step 3: be open
with your
audience ??



Step 4: never
interrupt and
impose your
answers



Review Questions





Verbal Communication

Is the use of sounds and words to express yourself, especially in contrast to using gestures or mannerisms.

<http://www.skillsyouneed.com/ips/verbal-communication.html>

Verbal Communication

Ex: Stacy is a toy designer for a company called Blocks and she talks to her superiors on a daily basis to know how her toys need to be manufactured and how it will be played with when it comes to kids.

Ex: John is a mail boy at a very large successful company and his bosses are very picky about when they want their mail so he communicates with them the day before to adhere to their schedule.

These are examples of successful verbal communication in a work place so that you have the ability to do what is needed of you at the highest level.

Verbal Communication

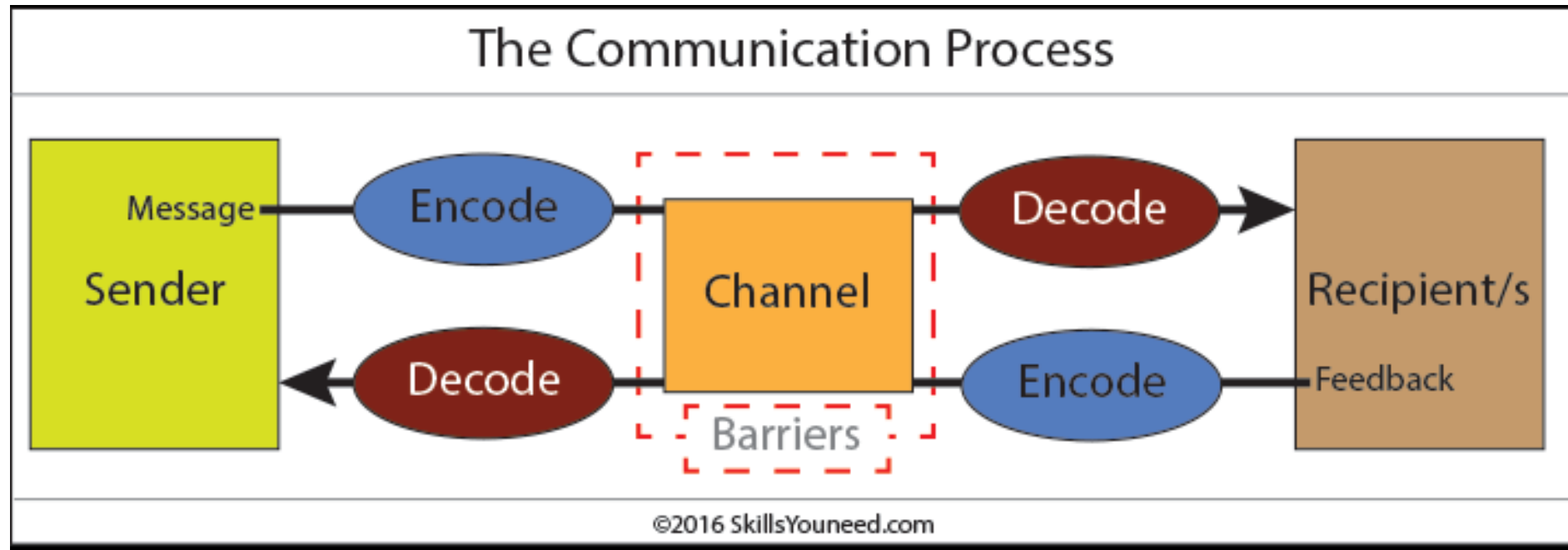
Make sure voice can be heard clearly. For example in a business world if you are not clear not everyone in the room can hear you.

Do not use slang, because in a business setting it is not formal and people will think you are not a professional.

<https://www.youtube.com/watch?v=x9E8yaFCX0Y>



The Communication Process



Source: <https://www.skillsyouneed.com/ips/what-is-communication.html>

Nonverbal Communication

Apparent behaviors such as facial expressions, eyes, touching, and tone.

As well as less obvious messages such as dress, posture and distance between two or more people.

Non verbal communication is a key asset when you are in a business environment because the way you present yourself and interact with others will decide ultimately if you have a job or not.

Nonverbal Communication

Do's	Don't's
Keep happy facial expressions	Be angry and show it
Keep good posture	Have bad posture
Waive at people	Point at people laughing
Keep eye contact	Look around the room ignoring people
Firm handshake	Weak handshake
Have good spacing	Be in someone's face
Speak confidently	Speak quietly

Nonverbal Communication

More Do's

Fold your hands neatly

Remember to shake hands with people when you first come into contact with them.

More Don'ts

Roll your eyes

Fidget

Move around too much

Play with hair

Give nasty looks to people or portray the image you want nothing to do with anything or anyone hear.



Review Questions

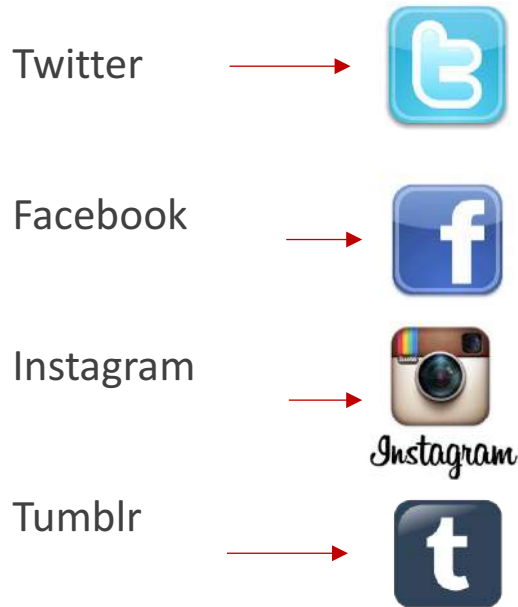


Social Media

Social media is a website or application that enables users to create and share content or to participate in social networking.

Check out this resource  [Social Media and Interpersonal Communication](#)

Social Media



Social media can be used to promote a business and for growing a fan base.
It can be used to connect with other entrepreneurs around the world.

Social Media



People often use social media for business because it can reach a wide audience.

Social media connects people and makes it easier to stay in touch with business leads.

Examples:

Twitter: Share small bits of information to capture attention.

Facebook: Allows you to be in groups of like minded people.

Instagram: Share pictures about your business to get them interested.

Tumblr: A blog














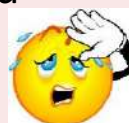

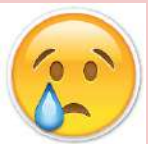



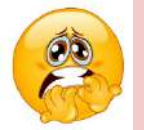





Pinterest: Allow you to share your interests.

Emoticons (Emojis) show Emotions







Emoticons are used to show feelings on certain messages and make it clearer to the receiver.

Are used often on social media and w

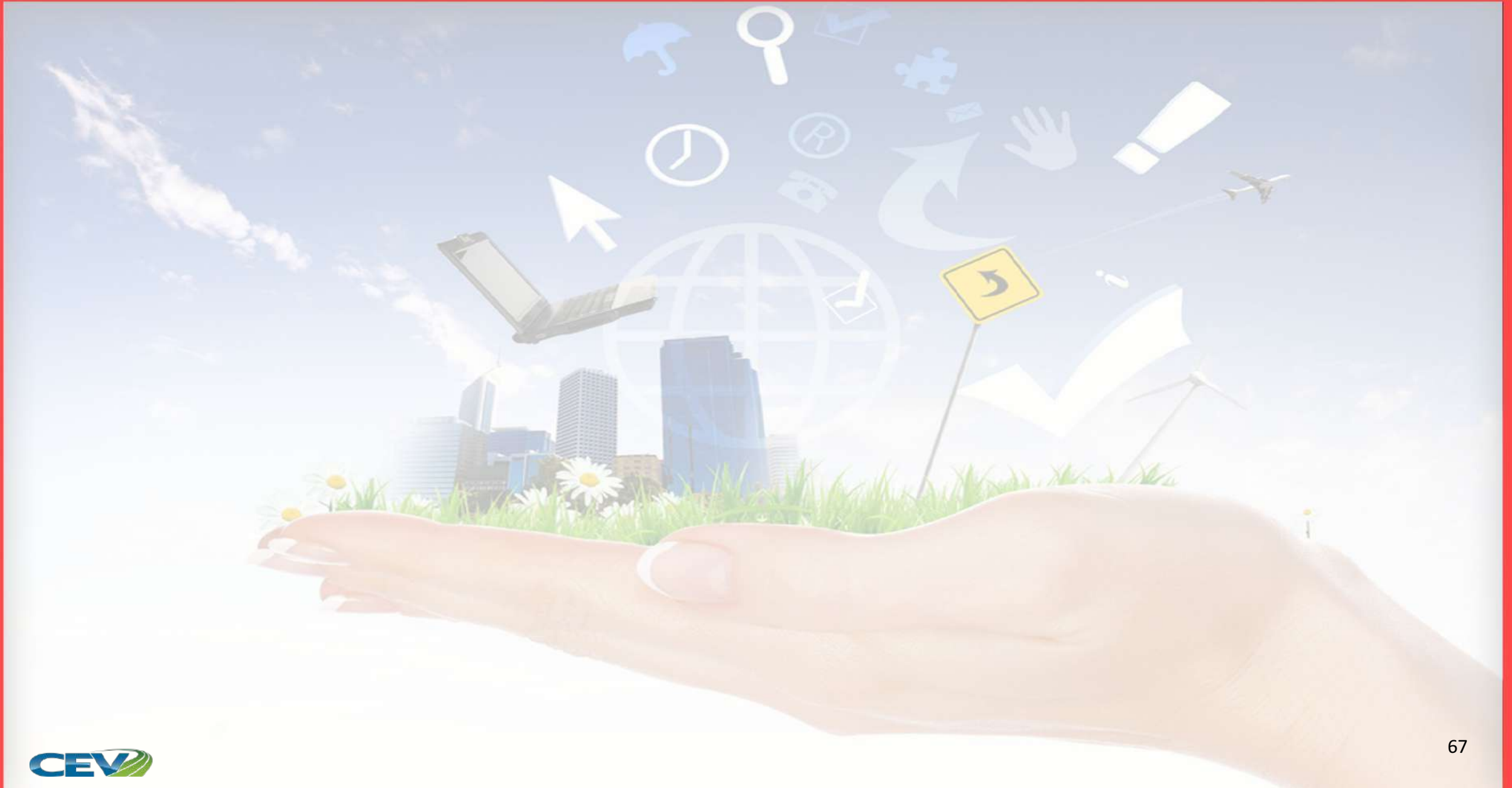
Emoticons

Angry 	Anxious 	Bored/Tired 	Confused 	Content 
Curious 	Excited 	Frustrated 	Happy 	Interested 
Jealous 	Lonely 	Offended 	Overwhelmed 	Proud 
Sad 	Scared 	Shocked 	Shy 	Stressed 
Surprised 	Love 	Worried 	Tired 	Afraid 

What emotions are being shown?

Emotion	Emotion
Anger	
Happiness	
Sadness	
Fear	
Sleepy/Tired	
Surprise	

Communicating with Different Audiences



Communicating with Different Audiences

- Requires the ability to communicate efficiently with the following:
 - men and women
 - people of all ages
 - people of other nations or cultures

Diversity refers to differences in terms of age, generation, race, class, gender, culture, education, etc.

Communicating with Different Audiences

- Requires the following skills:
 - appreciate the differences
 - eliminate judgmental opinions
 - demonstrate empathy
 - acquire new patterns of behavior and belief
 - tolerate ambiguity

Communicating with Co-Workers

- Co-workers: people who work together
 - should be treated with equality
 - should always follow through with commitments
 - should never criticize each other in front of others
 - should be willing to assist or help each other

Communicating with Authority Figures

- Authority figures: bosses, teachers, policemen, coaches, etc.
 - should be respected
 - should provide praise and credit to people who are responsible for the success
 - should strive for consistency when dealing with different people

Communicating with Elders

- Elders: grandparents, parents, veterans, etc.
 - have more life experiences; therefore, it is important to listen and learn from them
 - should be treated with patience
 - should be treated with respect and manners

Communicating with People from Different Cultures

- Can be a very different experience from listening to people in the same culture
- Requires attention to the following:
 - translation limitations: words from one language do not always translate exactly to another
 - body language: eye contact, posture and facial expressions carry different meanings throughout the world

Passive-Aggressive Personalities

- Suppress their feelings
 - unmotivated
 - procrastinate: to put off doing something, especially out of habitual carelessness or apathy
 - stubborn
 - suppress emotions instead of deal with them directly

Communicating with Passive-Aggressive Personalities

- Example: A co-worker is mad at you for not mailing a letter he asked you to mail. Instead of telling you he is mad, he purposely arrives late to a meeting with you.
 - passive-aggressive people should be motivated by encouraging them to work harder and express themselves more

Assertive Personalities

- Express their opinions in such a way to avoid offending others
 - direct
 - honest
 - helpful
 - self-motivated and capable of applying themselves without having to be forced by others

Communicating with Assertive Personalities

- Example: You forgot to mail your co-worker's letter. You realize what you have done and immediately mail the letter. You apologize to your co-worker explaining it was a simple mistake. You also offer to call the mail recipient and explain why the letter is arriving late.
 - assertive people are a good balance between passive-aggressive and aggressive

Aggressive Personalities

- Cause people to be overly energetic and forceful with their opinions and requests
 - impatient
 - pushy
 - obnoxious
 - “wound up” and on the move

Communicating with Aggressive Personalities

- Example: Your co-worker asked you to mail a letter for him. Instead of allowing you reasonable time to mail the letter, your co-worker continues to repeatedly ask you if you have mailed it and begins to explain how he would have already mailed it by now.
 - it is important not to get angry or irritated with aggressive personalities

Communication in the Business World

Good Business Communication:

- Controls communication flow
- Improves production without confusion



Importance of Communication

Communication is important because it allows things to be completed in the right way, without communication the business world would be a mess. Things would be completed in a hasty manner, and not as best as they can. Effective communication allows everyone to split up work so the work is not too much for one person, and one person can focus their time to make one part of the project perfect. When everyone perfects their part of the project they can put it together at the end.



Importance of Communication

Communication is the most important thing in the business world but there are now so many ways and form to communicate that you should brush up each occasionally so that your not left when the tide is rolling.

For example, many political leaders are now on social media because they know that's how most people communicate with each other in this day and age.

Its also good to know how to present information to a board or anyone for that matter which is why presentation software (like PPT and Google Slides) is key and you should know how to effectively use it.

Summary

Do You Know?

Directions: Write a summary for each major topic/question (in your notes).

- How to locate, organize, and reference written information from reliable sources to communicate with coworkers and clients (e.g., body language, clarifying)?
- How to develop and deliver formal and informal; presentations using appropriate media to engage and inform audiences?
- How to apply listening skills and interpret verbal and nonverbal behaviors to enhance communication with coworkers and clients (e.g. improving professional skills)?

Questions?

WHAT QUESTIONS DO YOU HAVE?

Research the answer

Ask your teacher

NEXT STEPS...

What else do you need to know?

What else do you need to do to feel prepared to answer questions related to this standard?

Feedback

Select font size **T** **T** **T**

Was the information presented in this lesson helpful as you prepare for the EOPA?

Allow Single Choice Only Allow Multiple Choices

Yes



No



Some what



Preview

[Terms](#) | [Privacy & Cookies](#)

References and Resources

<http://www.skillsyouneed.com/ips/nonverbal-communication.html>

<https://www.kent.ac.uk/careers/intervw.htm>

<http://www.skillsyouneed.com/general/what-is-communication.html>

Introduction to Business Textbook

Entrepreneurship Ideas in Action Textbook

NOCTI General Management Pathway Study Guide

CEV