

# LEADERSHIP & ORGANIZATIONAL BEHAVIOR

**BUS520**



## ASSIGNMENT 1

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### TASK FORCE COMMITTEE REPORT: ISSUE AND SOLUTIONS

**Due Week 4, worth 150 points**

Leaders address issues and propose solutions. As a leader, you'll need to stay on top of events that may facilitate or hinder productivity. You must create and implement solutions to address these issues.

This assignment exposes you to complex modern organizational challenges. The solutions you devise should reflect your learning and research of organizational and individual influences in the workplace.

#### PREPARATION

##### **1. Select an organization**

Select an organization in which current events have adversely affected productivity, requiring management to resolve an issue related to: corporate culture, managing diversity, leading teamwork, and developing motivational strategies. The organization should be one with which you are familiar — where you work now or have worked previously (business, nonprofit, government, or military). You may also consider other organizations in the news, such as Macy's for the retail industry, United for the airline industry, Wells Fargo for the banking industry, etc. The focus is on finding solutions, but you should be somewhat familiar with the organization or industry.

## 2. Plan your research

Use research from the course textbook, company website, business websites (CNBC, Bloomberg, etc.), resources from the Strayer Library, or outside resources to develop solutions to the following questions as they relate to corporate culture, managing diversity, leading teamwork, and developing motivational strategies to achieve the organization's goals and objectives. Your recommendations must be fully articulated and supported with appropriate detail and sources. **Note:** Wikipedia and web-based blogs do not qualify as credible resources.

## INSTRUCTIONS

Imagine yourself as the task force committee leader at this organization. You have been tasked with analyzing hindrances to organizational efficiency. You must propose strategic solutions.

Create a full report in which you do the following:

### 1. Describe the Organization and the Issue to Resolve

Provide a brief description of the organization you selected. Present the organizational issue that adversely affected productivity and that you, the task force leader, will review and resolve.

### 2. Analyze Current Corporate Culture

How has the current corporate culture facilitated the development of the current issue? Research the organization, dig into the culture, and analyze how it contributed to this issue. **Hint:** Review the mission and vision statements as well as the corporate website.

### 3. Identify Areas of Weakness

What are the organization's areas of weakness? Using your research on organizational behavior approaches to corporate culture, diversity, teamwork, and motivational strategies, identify areas of weakness.

#### 4. Propose Solutions

What organizational practices would you modify? What solutions should your task force recommend to management? As the leader of the task force, identify the suggestions you would present to the organization's leadership with regard to modifying current organizational practices to resolve the issue.

#### 5. Prepare an Executive Summary

Summarize your recommendations and research findings in a one-page executive summary that you will present to the CEO in an upcoming executive meeting. **Note:** An executive summary is a condensed version of your full report. It should summarize briefly all the main points in concise paragraphs. It should be written clearly and should use language appropriate for the audience.

Follow **Strayer Writing Standards**

*\*Grading for this assignment will be based on the following criteria and evaluation standards:*

POINTS: 150		ASSIGNMENT 1: TASK FORCE COMMITTEE REPORT: ISSUE AND SOLUTIONS		
Criteria	Unacceptable Below 70% F	Fair 70-79% C	Proficient 80-89% B	Exemplary 90-100% A
<b>1. Describe the Organization and the Issue to Resolve</b>  Weight: 20%	Does not describe the organization or provide details about the company. The issue and its impact on the company are not provided.	Partially describes the organization and provides some details about the company, but additional details would improve the description. The issue and its impact on the company are not clearly articulated.	Sufficiently describes the organization and provides details about the company. The issue is identified and the author sufficiently describes what he/she knows about it and its impact on the company.	Fully describes the organization by providing a relevant and robust but concise overview of the company (e.g. when they were established, what service(s) or products they provide, and other relevant information). Additionally, the author fully describes the issue he/she has identified; what he/she knows about it and how it has impacted the company.

<p><b>2. Analyze Current Corporate Culture</b></p> <p>Weight: 20%</p>	<p>The culture is not described or the company is not differentiated completely from others. Poses unsupported connections or connections are not included.</p>	<p>Partially describes the company's culture. Lacks details and/or multiple sources are not utilized to provide a well-rounded perspective. Makes loose connections that were not supported by sources or that were not fully articulated.</p>	<p>Satisfactorily describes the company culture by drawing on and synthesizing corporate information about the company. Makes logical and realistic connections that are supported by source material.</p>	<p>Completely describes the company's culture by detailing how the company positions itself from internal and external perspectives. Draws strong, logical connections about how the culture did or could have supported/facilitated the challenge. Makes direct connections and supports points with source material.</p>
<p><b>3. Identify Areas of Weakness</b></p> <p>Weight: 20%</p>	<p>Does not identify areas of weakness or does not provide supporting source material.</p>	<p>Partially identifies areas of weakness and makes loose connections between the weaknesses and supporting material.</p>	<p>Satisfactorily identifies areas of weakness and provides valid details supported by source material.</p>	<p>Completely identifies areas of weakness and provides strong details with logical connections and supporting source material.</p>

<b>4. Propose Solutions</b>  Weight: 20%	Does not describe modifications to organizational practices, or does not identify solutions that would resolve the issue. No source material is provided.	Partially describes modifications to organizational practices and solutions to resolve the issues. Lacks supporting details and source material.	Satisfactorily describes modifications to organizational practices. Provides solutions that make some connections with supporting source material to indicate how the solutions will resolve the issue.	Completely describes modifications to organizational practices and provides solutions with strong connections and supporting source material. Logically details how the solutions will resolve issue.
<b>5. Prepare an Executive Summary</b>  Weight: 10%	Did not prepare a one-page executive summary.	Prepares a partial executive summary. The issue and problem are not clearly stated and the main points are not summarized. Paragraphs are not short or concise. Language could be more appropriate for the audience.	Satisfactorily prepares an executive summary. The issue and problem are stated and most of the main points are summarized. Paragraphs could be more concise. Language is appropriate for the audience.	Prepares an exemplary executive summary. The issue and problem are clearly stated. All of the main points are summarized. Paragraphs are short and concise, providing the right amount of detail. Language is ideal for the audience.

<p><b>6. Write Professionally Using Quality Resources</b></p> <p>Weight: 10%</p>	<p>Writing does not meet minimum standards. Tone is not professional. Communication is wholly lacking in logic, clarity, and/or consistent formatting. Contains many spelling, mechanical, formatting, citation, and/or grammatical errors.</p> <p>References are not provided.</p>	<p>Writing is satisfactory. Professional tone is developing. Shows moderate logic, clarity, and/or consistent formatting. May contain more than a few spelling, grammar, mechanical, formatting, or citation errors.</p> <p>Does not meet the required number of references; some or all references are of poor quality.</p>	<p>Writing could be improved, but meets acceptable standards. Tone is professional. Shows logic, clarity, and consistent formatting. May contain few or no spelling, mechanical, and/or grammatical errors. There may be minor formatting or citation errors.</p> <p>Meets the number of required references; all references are high-quality choices.</p>	<p>Writing is excellent. Tone is professional and sophisticated. Shows logic, clarity, and consistent formatting. Contains no spelling, mechanical, or grammatical errors. Is free of formatting and citation errors.</p> <p>Exceeds number of required references; all references are high-quality choices.</p>
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# LEADERSHIP & ORGANIZATIONAL BEHAVIOR

**BUS520**



## ASSIGNMENT 2

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### PROFESSIONAL DEVELOPMENT PROGRAM PROPOSAL

**Due Week 6, worth 175 points**

As an MBA and leader, you must be able to present your management plans and leadership strategies to inform stakeholders and gain buy-in. For this assignment, you'll practice this by developing a proposal for a professional development training program. The program centers on motivational strategies and how an emotional intelligence management approach would benefit department managers.

#### PREPARATION

Continue with the same organization you selected in Assignment 1. Imagine that the CEO has charged you, the task force leader, with researching emotional intelligence (EI) in order to propose a professional development program.

Your proposal should detail how a new incentive program, based on an EI management approach, will foster teamwork, strengthen interpersonal relationships, enhance communication, and increase overall performance. You need to help the CEO gain approval for this initiative. Your program's proposal must include supporting research concerning how motivational strategies enhance job satisfaction and team output.



Prepare for this assignment by identifying the resources you'll use to create your proposal. You will need to provide at least two quality resources such as the course textbook, company website, business websites (CNBC, Bloomberg, etc.), resources from the Strayer Library, and/or outside sources.

**Note:** Wikipedia and web-based blogs do not qualify as credible resources.

## INSTRUCTIONS

Create a proposal (five to seven pages recommended) that includes the following components:

### 1. EI and Motivation

Which of the EI building blocks would impact management's ability to enhance employee performance and job satisfaction? Based on your research on motivational theory, describe how your task force would utilize positive or negative reinforcement to influence the members of the organization and resolve the issue. Provide examples to support your solution.

### 2. EI and Social Skills and Decision Making

Explain how the core concepts of emotional intelligence would enhance the social skills and the decision-making efficacy of the management team.

### 3. Effective Teams

Describe the core attributes of an effective team and the strategies you would implement to develop team dynamics that will benefit the organization.

### 4. Reward Systems

Create an effective reward system for this organization. Determine the strategies you would incorporate to motivate your employees and influence behavior.

### 5. Executive Summary

Prepare a one-page executive summary that you will present to the CEO in an upcoming executive meeting. **Note:** An executive summary is a condensed version of your full report. It should summarize briefly all the main points in concise paragraphs. It should be written clearly and should use language appropriate for the audience.

## **PROFESSIONAL AND APA FORMATTING REQUIREMENTS**

Your assignment must follow these general APA formatting requirements:

- Be typed (five to seven pages recommended, excluding cover and reference pages), double-spaced, using Times New Roman font (size 12) with one-inch margins on all sides
- Include a References List
- Include a cover page containing the title of the assignment, the student's name, the professor's name, the course title, and the date
- Include in-text citations following APA style, using attributive tags and signal verbs
- Cite at least two credible sources

*\*Grading for this assignment will be based on the following criteria and evaluation standards:*

POINTS: 175		ASSIGNMENT 2: PROFESSIONAL DEVELOPMENT PROGRAM PROPOSAL		
Criteria	Unacceptable Below 70% F	Fair 70-79% C	Proficient 80-89% B	Exemplary 90-100% A
<b>1. EI and Motivation</b>  Weight: 20%	The description does not address how motivation and reinforcement would be used to influence members of the organization to resolve the issue. Examples are not provided.	Partially describes how motivation and reinforcement would be used to influence members of the organization to resolve the issue. Makes loose connections between theory and solution. Examples do not fully support solution.	Satisfactorily describes how motivation and reinforcement would be used to influence members of the organization to resolve the issue. Makes logical connections between theory and solution. Examples support solution.	Fully describes how motivation and reinforcement would be used to influence members of the organization to resolve the issue. Draws compelling, logical connections between theory and solution. Examples are strong and support solution.

<b>2. EI and Social Skills and Decision Making</b>  Weight: 20%	The description does not explain how the core concepts of emotional intelligence would enhance the social skills and the decision-making efficacy of the management team.	Partially explains how core concepts of emotional intelligence would enhance the social skills and the decision-making efficacy of the management team. Loose connections are made to support the relationship between EI and management's skills. Application of research is minimal.	Satisfactorily describes how motivation and reinforcement would be used to influence members of the organization to resolve the issue. Makes logical connections between theory and solution. Examples support solution.	Fully describes how motivation and reinforcement would be used to influence members of the organization to resolve the issue. Draws compelling, logical connections between theory and solution. Examples are strong and support solution.
<b>3. Effective Teams</b>  Weight: 20%	Does not describe the core attributes of an effective team or strategies to develop team dynamics. Benefits to organization are not presented.	Partially describes the core attributes of an effective team. Strategies to develop team dynamics lack details and source support or are not fully articulated. Benefits to the organization are unclear.	Satisfactorily describes the core attributes of an effective team. Strategies to develop team dynamics are articulated. Benefits to the organization are stated. Additional details and source support would improve the description.	Completely describes the core attributes of an effective team. Strategies to develop team dynamics are strongly articulated and detailed. Benefits to the organization are logical and well supported.

<b>4. Reward Systems</b>  Weight: 20%	Did not create an effective reward system or determine strategies to motivate employees to influence behavior.	Partially creates an effective reward system and articulates some motivational strategies. Supporting details are given but could be expanded to describe how behavior would be influenced. Application of research is minimal.	Creates an effective reward system and provides motivational strategies. Details and source material support how behavior would be influenced.	Creates an effective reward system and articulates well-thought-out strategies to motivate employees to influence behavior. The connection between strategy and influence is strong and supported by source material.
<b>5. Executive Summary</b>  Weight: 10%	Did not prepare a one-page executive summary.	Prepares a partial executive summary. The issue and problem are not clearly stated and the main points are not summarized. Paragraphs are not short or concise. Language could be more appropriate for the audience.	Satisfactorily prepares an executive summary. The issue and problem are stated and most of the main points are summarized. Paragraphs could be more concise. Language is appropriate for the audience.	Prepares an exemplary executive summary. The issue and problem are clearly stated. All of the main points are summarized. Paragraphs are short and concise, providing the right amount of detail. Language is ideal for the audience.

**6. Write Professionally Using Quality Resources**

Writing does not meet minimum standards. Tone is not professional. Communication is wholly lacking in logic, clarity, and/or consistent formatting. Contains many spelling, mechanical, formatting, citation, and/or grammatical errors.

Writing is satisfactory. Professional tone is developing. Shows moderate logic, clarity, and/or consistent formatting. May contain more than a few spelling, grammar, mechanical, formatting, or citation errors.

Writing could be improved, but meets acceptable standards. Tone is professional. Shows logic, clarity, and consistent formatting. May contain few or no spelling, mechanical, and/or grammatical errors. There may be minor formatting or citation errors.

Meets the number of required references; all references are high-quality choices.

Writing is excellent. Tone is professional and sophisticated. Shows logic, clarity, and consistent formatting. Contains no spelling, mechanical, or grammatical errors. Is free of formatting and citation errors.

Exceeds number of required references; all references are high-quality choices.

# LEADERSHIP & ORGANIZATIONAL BEHAVIOR

**BUS520**



## ASSIGNMENT 3

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### POSITION PAPER: POWER, POLITICS, AND CULTURE

**Due Week 8, worth 250 points**

Power and politics greatly influence an organization's culture. In business, the culture can make or break an organization's productivity. In this assignment, you'll analyze the ways power and politics have influenced an organization's culture. You'll apply best practices you learned in course resources and your own research to make recommendations for improving this organization's culture.

#### PREPARATION

Using the same organization from the first two assignments, imagine the CEO has now requested your task force investigate the influence of power and politics on the corporate culture. You have been asked to prepare a position paper that presents and supports your recommendations to improve the culture.

Prepare for this assignment by delving into the organization's culture and identifying the resources you, the task force leader, will use to create your research-supported position paper. Use at least two quality resources such as the course textbook, company website, business websites (CNBC, Bloomberg, etc.), resources from the Strayer Library, and/or outside sources.

**Note:** Wikipedia and web-based blogs do not qualify as credible resources.

## INSTRUCTIONS

Develop your position paper, addressing the following components:

### 1. Influence of Politics and Power

Explain how politics and power-play may have influenced the organization's culture.

### 2. Sources of Power

Explore the sources of power and describe how management could use this influence to benefit your department and improve organizational performance.

### 3. Leadership Behavior and Culture

Make recommendations that support how the study of power and politics could influence leadership behavior and improve the organization's culture.

### 4. Leadership Influence

Discuss the importance and complexity of leadership behavior. How does it influence organizational structure and performance?

### 5. Executive Summary

Prepare an executive summary that presents your recommendations for ways in which the organization could build a stronger culture.

**Note:** An executive summary is a condensed version of your full report. It should summarize briefly all the main points in concise paragraphs. It should be written clearly and should use language appropriate for the audience.

## PROFESSIONAL AND APA FORMATTING REQUIREMENTS

Your assignment must follow these general APA formatting requirements:

- Be typed (five to seven pages recommended, excluding cover and reference pages), double-spaced, using Times New Roman font (size 12) with one-inch margins on all sides
- Include a References List
- Include a cover page containing the title of the assignment, the student's name, the professor's name, the course title, and the date
- Include in-text citations following APA style, using attributive tags and signal verbs
- Cite at least two credible sources



*\*Grading for this assignment will be based on the following criteria and evaluation standards:*

POINTS: 250		ASSIGNMENT 3: POSITION PAPER: POWER, POLITICS, AND CULTURE		
Criteria	Unacceptable Below 70% F	Fair 70-79% C	Proficient 80-89% B	Exemplary 90-100% A
<b>1. Influence of Politics and Power</b>  Weight: 20%	Does not explain how politics and power-play may have influenced the organization's culture.	Partially explains how politics and power-play may have influenced the organization's culture. Identifies some issues but does not fully explore them or make a strong connection to their impact. Uses little research support.	Satisfactorily explains how politics and power-play may have influenced the organization's culture. Identifies some core issues and connects them to the impact on the culture. The explanation uses research support	Completely explains how politics and power-play may have influenced the organization's culture. Accurately identifies the core issues and strongly connects them to the impact on culture. The explanation is well-supported by research.

<p><b>2. Sources of Power</b></p> <p>Weight: 20%</p>	<p>Does not identify the sources of power or describe how management could use this influence to enhance organizational performance. There is no reference to research</p>	<p>Partially identifies the sources of power and describes how management could use this influence to enhance organizational performance. Not all key concepts are identified and there is a loose connection to performance. There is little research support.</p>	<p>Satisfactorily identifies the sources of power and describes how management could use this influence to enhance organizational performance. Most key concepts are accurately identified and there is a connection to enhanced performance with research support.</p>	<p>Completely identifies the sources of power and describes how management could use this influence to enhance organizational performance. Uses relevant key concepts and makes valid connections to enhanced performance that are well-supported by research.</p>
<p><b>3. Leadership Behavior and Culture</b></p> <p>Weight: 20%</p>	<p>Does not recommend how the study of power and politics could influence leadership behavior and impact the organization's culture. There is no reference to research.</p>	<p>Partially recommends how the study of power and politics could influence leadership behavior and impact the organization's culture, but the recommendations are unclear or unrealistic. There is no clear connection to the impact on culture. There is little or no research support.</p>	<p>Satisfactorily recommends how the study of power and politics could influence leadership behavior and impact the organization's culture. Recommendations are clear and mostly realistic; there is a connection to the impact on culture. Research support is evident.</p>	<p>Provides excellent recommendations as to how the study of power and politics could influence leadership behavior and impact the organization's culture. Recommendations are credible and relevant with a strong connection to the impact on culture backed by well-supported research.</p>

<b>4. Leadership Influence</b>  Weight: 20%	Does not discuss how the importance and complexity of leadership behavior influences organizational structure and performance. There is no reference to research.	Partially discusses how the importance and complexity of leadership behavior influences organizational structure and performance. Some key concepts are missing and there is little or no research support.	Satisfactorily discusses how the importance and complexity of leadership behavior influences organizational structure and performance. Most key concepts are presented with research support.	Thoroughly discusses how the importance and complexity of leadership behavior influences organizational structure and performance. Relevant key concepts are presented with strong research support.
<b>5. Executive Summary</b>  Weight: 10%	Did not prepare a one-page executive summary.	Prepares a partial executive summary. The issue and problem are not clearly stated and the main points are not summarized. Paragraphs are not short or concise. Language could be more appropriate for the audience.	Satisfactorily prepares an executive summary. The issue and problem are stated and most of the main points are summarized. Paragraphs could be more concise. Language is appropriate for the audience.	Prepares an exemplary executive summary. The issue and problem are clearly stated. All of the main points are summarized. Paragraphs are short and concise, providing the right amount of detail. Language is ideal for the audience.

<p><b>6. Write Professionally Using Quality Resources</b></p> <p>Weight: 10%</p>	<p>Writing does not meet minimum standards. Tone is not professional. Communication is wholly lacking in logic, clarity, and/or consistent formatting. Contains many spelling, mechanical, formatting, citation, and/or grammatical errors.</p> <p>References are not provided.</p>	<p>Writing is satisfactory. Professional tone is developing. Shows moderate logic, clarity, and/or consistent formatting. May contain more than a few spelling, grammar, mechanical, formatting, or citation errors.</p> <p>Does not meet the required number of references; some or all references are of poor quality.</p>	<p>Writing could be improved, but meets acceptable standards. Tone is professional. Shows logic, clarity, and consistent formatting. May contain few or no spelling, mechanical, and/or grammatical errors. There may be minor formatting or citation errors.</p> <p>Meets the number of required references; all references are high-quality choices.</p>	<p>Writing is excellent. Tone is professional and sophisticated. Shows logic, clarity, and consistent formatting. Contains no spelling, mechanical, or grammatical errors. Is free of formatting and citation errors.</p> <p>Exceeds number of required references; all references are high-quality choices.</p>
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# LEADERSHIP & ORGANIZATIONAL BEHAVIOR

**BUS520**



## ASSIGNMENT 4

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### PRESENTATION TO THE BOARD

**Due Week 10, worth 150 points**

You've done a tremendous amount of planning, research, and strategizing in your role as the task force leader. It's now time to bring it all together. You will create a presentation in which you synthesize your research and recommendations from the first three assignments.

As you know, the ability to create and deliver strong presentations is a critical skill for all managers, leaders, and employees. You can improve this skill through practice. In this final assignment, you will have the opportunity to hone your presentation skills.

### PREPARATION

- 1.** Decide which method of presentation you will use: PowerPoint with narration, where you use Kaltura to record your screen as you talk (screencast), or a video presentation in which you use your webcam and Kaltura to record yourself presenting. Make time to practice!
- 2.** Prepare by reviewing these resources:
  - a.** Structuring an Effective Presentation
  - b.** How to Deliver an Effective Presentation
  - c.** Death by PowerPoint
  - d.** Screen Recording - for PowerPoint
  - e.** Record and Upload a Video - for video with webcam

**MAKE THESE LINKS - 2 MORE PENDING.**

## INSTRUCTIONS

Create a PowerPoint slide presentation with narration (8-10 slides recommended) or a 5-7 minute video presentation (do not exceed 7 minutes, as this may present file size issues) for the Board of Directors.

Include these components:

### **1. Assignment 1 Executive Summary**

Use the executive summary from Assignment 1 to prepare and present the key elements associated with your research and recommendations.

### **2. Assignment 2 Executive Summary**

Use the executive summary from Assignment 2 to prepare and present the key elements associated with your research and recommendations.

### **3. Assignment 3 Executive Summary**

Use the executive summary from Assignment 3 to prepare and present the key elements associated with your research and recommendations.

### **4. Speaker's Notes**

Include speaker's notes for each slide (or a bulleted script if using video) to indicate what you will say as you deliver the presentation to the Board of Directors.

### **5. Presentation**

Deliver your presentation with professional presence. Upload your PowerPoint screencast or video presentation following the instructions in the Kaltura videos above.

## **PROFESSIONAL AND APA FORMATTING REQUIREMENTS**

Your assignment must follow these formatting requirements:

- If slides are used, apply slide design best practices (minimal text, appropriate images/charts, and proper mechanics, grammar, and spelling) for an appropriately professional presentation. Provide a References List in APA format on the last slide.
- If a video is used, make sure your delivery is professional and within the time limit of 5-7 minutes. Check your background, make eye contact with the camera, and review your slides, speaker notes, or script to make sure they are free of errors. Include a Word document with a References List in APA format with correct mechanics.



POINTS: 150		ASSIGNMENT 2: PRESENTATION TO THE BOARD		
Criteria	Unacceptable Below 70% F	Fair 70-79% C	Proficient 80-89% B	Exemplary 90-100% A
<b>1. Assignment 1 Executive Summary</b>  Weight: 10%	Does not utilize the executive summary from Assignment 1 to prepare and present the key elements associated with this research.	Partially utilizes the executive summary from Assignment 1; some of the key elements associated with this research are missing.	Satisfactorily utilizes the executive summary from Assignment 1; most of the key elements associated with this research are included.	Fully utilizes the executive summary from Assignment 1; all the key elements associated with this research are included.
<b>2. Assignment 2 Executive Summary</b>  Weight: 10%	Does not utilize the executive summary from Assignment 2 to prepare and present the key elements associated with this research.	Partially utilizes the executive summary from Assignment 2; some of the key elements associated with this research are missing.	Satisfactorily utilizes the executive summary from Assignment 2; most of the key elements associated with this research are included.	Fully utilizes the executive summary from Assignment 1; all the key elements associated with this research are included.
<b>3. Assignment 3 Executive Summary</b>  Weight: 10%	Does not utilize the executive summary from Assignment 3 to prepare and present the key elements associated with this research	Partially utilizes the executive summary from Assignment 3; some of the key elements associated with this research are missing.	Satisfactorily utilizes the executive summary from Assignment 3; most of the key elements associated with this research are included.	Fully utilizes the executive summary from Assignment 3; all the key elements associated with this research are included.

<p><b>4. Speaker's Notes</b></p> <p>Weight: 10%</p>	<p>Does not include speaker's notes or a bulleted script.</p>	<p>Includes some speaker's notes or a partial script. The full presentation is not represented.</p>	<p>Includes speaker's notes or a script for most slides or screens, but there are some parts of the presentation that are not supported.</p>	<p>The speaker's notes or script completely support the presentation.</p>
<p><b>5. Presentation</b></p> <p>Weight: 50%</p>	<p>Student does not demonstrate, or demonstrates incompletely, a level of professional presence.</p> <p>Employs an inappropriate tone and contextually inappropriate vocabulary is used.</p> <p>Student's appearance and demeanor are not professional.</p> <p>Slides or visuals are unsatisfactory and unprofessional in look and feel.</p> <p>The presentation may not have been uploaded.</p>	<p>Student demonstrates a passable level of professional presence.</p> <p>Employs a fairly appropriate professional tone for the audience and uses fairly contextually appropriate vocabulary.</p> <p>Student is fairly professional in appearance and presentation.</p> <p>Slides or visuals are unsatisfactory and unprofessional in look and feel.</p> <p>The presentation was uploaded.</p>	<p>Student demonstrates a moderate level of professional presence.</p> <p>Employs a satisfactorily professional tone for the audience and uses vocabulary that is largely appropriate in context.</p> <p>Student is mostly professional in appearance and presentation.</p> <p>Slides or visuals are satisfactory and professional in look and feel.</p> <p>The presentation was uploaded.</p>	<p>Student demonstrates a high degree of professional presence.</p> <p>Employs an appropriately professional tone for the audience and makes use of vocabulary that is appropriate in context.</p> <p>Student is professional in appearance and presentation.</p> <p>Slides or visuals are professional in look and feel.</p> <p>The presentation was uploaded.</p>

<p><b>6. Professional Formatting</b></p> <p>Weight: 10%</p>	<p>Writing does not meet minimum standards. Tone is not professional. Communication is wholly lacking in logic, clarity, and/or consistent formatting. Contains many spelling, mechanical, formatting, citation, and/or grammatical errors.</p> <p>References are not provided.</p>	<p>Writing is satisfactory. Professional tone is developing. Shows moderate logic, clarity, and/or consistent formatting. May contain more than a few spelling, grammar, mechanical, formatting, or citation errors.</p> <p>Does not meet the required number of references; some or all references are of poor quality.</p>	<p>Writing could be improved, but meets acceptable standards. Tone is professional. Shows logic, clarity, and consistent formatting. May contain few or no spelling, mechanical, and/or grammatical errors. There may be minor formatting or citation errors.</p> <p>Meets the number of required references; all references are high-quality choices</p>	<p>Writing is excellent. Tone is professional and sophisticated. Shows logic, clarity, and consistent formatting. Contains no spelling, mechanical, or grammatical errors. Is free of formatting and citation errors.</p> <p>Exceeds number of required references; all references are high-quality choices</p>
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# WEEK 11

## MY JOURNEY AS A COMMUNICATOR

« HOME

APPLY »

### LEARN

#### HEADERS 2 TITLES GOES HERE

Due Week 4, worth 150 points

The ability to effectively communicate is one of the most in demand and sought after skills in today’s workforce. As a business professional, you will be expected to not only communicate in a clear and concise way, but to do so strategically. These communication skills are necessary to manage personnel effectively and to drive your organization toward its strategic goals and outcomes. Effective communication starts with planning. By developing a strategic communications plan you will be more intentional in your messages and the actions you ask of your audience.

#### HEADERS 3 TITLE GO HERE

Create a strategic communication plan for the professional communication challenge or opportunity of your choice. Your plan should include the following components and may be written in a professional report format. See the formatting requirements for additional information.

- 1. Description
- 2. Goal
  - a) What goals or outcomes do you want to achieve with this communication?

HOME

APPLY