



COM 3401


BUSINESS AND PROFESSIONAL COMMUNICATION

April 11, 2016

Taking stock of what we have done & where we are going

Preview:

- 1) Check in on the group projects
- 2) Dr. Lee's model presentation with outline
- 3) Discussion
- 4) Revisiting the syllabus
- 5) Impromptu speeches



Note:

I am committed to the success of every student in this class. But you have to work with me!

Lateness; missed assignments; not participating in class; these will very likely affect your grade negatively!



Assignments past due:

Draft outlines
Draft cover letters
Draft resumes
Revised outlines
Revised cover letters
Revised resumes



Check Blackboard to see what's missing. Then set up an appointment with me to discuss.

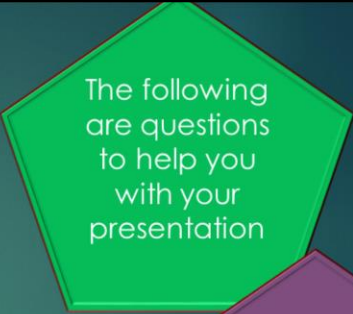
Reminder about presentation:

- 1) This is the biggie, folks. The final exam.
- 2) Don't forget to include you in the presentation
- 3) Start with something you already know and like and that passion will shine through
- 4) Be specific; give examples; avoid clichés; show, don't tell!

Presentation checklist

- 1) Correct format?
- 2) Cite everything?
- 3) Make it interesting?
- 4) Stunning visuals?
- 5) Not too much text on slide?

Handout: Final presentation checklist



The following
are questions
to help you
with your
presentation



Does your
outline
contain
these parts?

About the presentation:



What kind of jobs can you get with your degree?

Where do you see yourself heading?

Why are you attracted to this career?

What can you do to stand out from the rest?



Presentations:

What position are you aiming for?

Are there opportunities for advancement?

What are the tools of the trade?

What might a typical day be?

Presentations:



- What are the forms of certification?
- What health and safety issues exist in your field?
- What are the sources of industry standards?
- What about regulations?
 - Regulatory agencies?
 - Process of inspection, licensure?

Presentations:



How do you find a job?

What are employers looking for?

Who can write your letter of recommendation?

What professional organizations exist in your field?



Presentations:

Have job/ intern experiences prepared you?

What is your “elevator pitch”?

Who in your network can help?

How can you stay motivated in a tough market?

Presentations:



This is *your* speech

Be willing to share of yourself

Use this opportunity to plan for your future

Dull, boring speeches are forbidden

To jazz them up, think interesting visual aids, funny or amazing facts and stories



Handout:

Dr. Lee speech outline about Health Communication.

Use this as a **model** for your own speech.

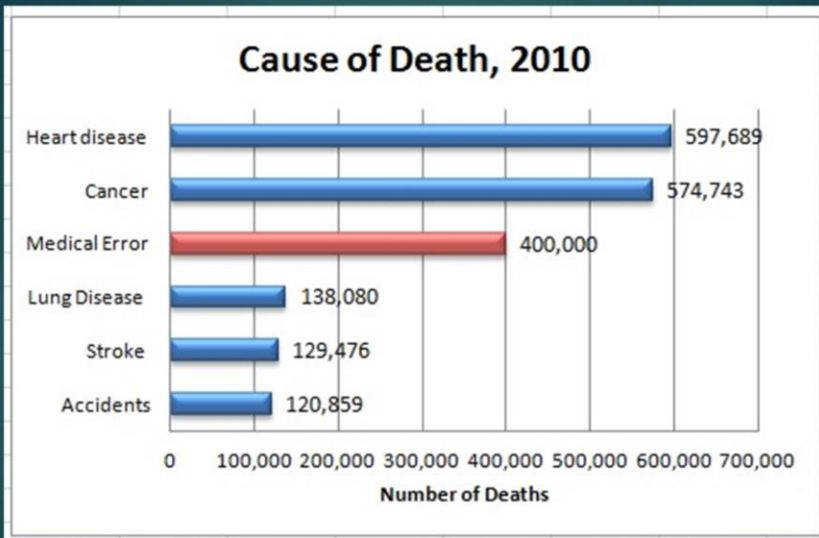
Now that you have the outline, here is my presentation.

You may follow along while I'm speaking, or refer to the outline later when preparing your own speech.

From the CDC to City Tech: A Health Communication Journey

By David Lee, Assistant Professor, City Tech
Department of Humanities





To begin my speech, let's start with a startling fact. Medical error is the third leading cause of death, according to the website "Safer, Better Medicine" ("Medical Errors #3 Killer" 2014). Many medical errors happen because of poor communication.



Health campaigns

Patient Provider



Health communication is a new field dedicated to improving care by reducing medical error. Health Com focuses on the “macro” level of mass media campaigns, as well as the “micro” level of the encounter between patient and provider in the examination room.

My interest in health com began when I accompanied my dad on a fieldwork expedition to address AIDS in southern Africa. This led me on an amazing voyage to coaching students at a med school to doing emergency communication at the CDC. [Preview, credibility]



Body

Main point 1: Namibia and HIV

Main point 2: Med school coach at USF Health

Main point 3: CDC during H1N1, Haiti Earthquake and Gulf oil spill



Conclusion:

Being at City Tech and plans for the future.



Things you noticed about the speech?

Attention getter?

Thesis?

Preview?

Transitions?

Main Points?

Summary?

Evidence?

Clincher?

Stories?

Visual aids?

Lets analyze my speech and look for the needed components.



Revisiting the syllabus:

“PLEASE NOTE: This syllabus may be subject to change at the Professor’s discretion.”

Impromptu Speeches

Draft a rough outline of your speech. Include:

Intro (attention getter, thesis, preview)

Body:

- main point 1
 - evidence, examples
- main point 2
 - evidence, examples

Conclusion (summary, restate, clincher)



Between
1 and 3
minutes
only,
mmkay?