



جامعة الجميع الذكية  
EVERYONE'S SMART UNIVERSITY

## Everyone's Smart University

### Assignment 1 (Spring 2021)

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Section

Bachelor

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Course Code

(CMM201)

## COMMUNICATION SKILLS

### Instructions:

- يغلق الواجب يوم الإثنين ١ مارس في تمام الساعة ٩ مساءً.
- الواجب سؤال واحد مقالي من ٤ درجات.
- لا تقل عدد الكلمات عن 400 كلمة ولا تزيد عن 600 كلمة.
- الإجابة متاحة باللغة الإنجليزية أو اللغة العربية مع مراعاة أن تكون المصطلحات العلمية باللغة الإنجليزية.
- يُمنع منعاً باتاً نسخ الإجابة من أي مصدر آخر. عكس ذلك، سيتم إلغاء درجة الواجب تماماً.
- يرجى ضرورة تحويل هذا الملف بعد الإجابة إلى صيغة pdf بعد الانتهاء من الواجب ورفعته على المودل.

Instructor's Name: Dr. Merna Emad

**Read the story below and, as you evaluate the passage below, consider whether this behavior is appropriate for this professional context.**

Mark is a top-performing salesperson at a pharmaceutical supply company. As a reward for his performance, he is treated to a trip to the corporate office in California to meet the chief executive officer, Ms. Mills. Ms.

Mills is known around the office as the “Wicked Witch of the West” because of her short and sometimes abrasive demeanor. Mark’s coworkers share “horror stories” of their encounters with her, stating that she rarely makes eye contact, never smiles, and dislikes being approached unless she initiates the conversation.

Although he is excited to travel, he is also nervous about what he and Ms. Mills might talk about. He prepares by thinking about how he can share his sales strategies and techniques. On the day of the meeting, he waits patiently for Ms. Mills’s assistant to call him into her office. When he is escorted in to meet her, he is shocked to see a petite woman behind the large desk smiling back at him with kind eyes. He approaches, shakes her hand, and waits for her permission to sit. Ms. Mills is nothing like the horrible person they made her out to be. Ms. Mills asks Mark several thoughtful questions about why he is successful, ways the staff can be supported, and how the company fits in with his professional goals. Mark feels more and more comfortable as she leans forward to listen intently to what he is saying. Mark loosens his tie, crosses his legs, and begins sharing stories of how he feels his immediate supervisor has dropped the ball on more than one occasion and that the team would be better if more money were allocated to incentives and bonuses. Mark immediately sees Ms. Mills’s eyes begin to squint and her brow furrow. She stands up abruptly and says in a gruff voice that their time is up and that her assistant will show him out.

## **Answer the following question accordingly:**

- 1. Given the professional context, what would you have done the same and/or differently if you were in Mark's position?**

I would certainly act in a different way, I would be more careful and professional, since a lot of rumors are said about her and how she's sometimes not an easy person to deal with. First of all, I would not show her that I'm afraid or confused and certainly not showing any sign of shock when I see her or how her attitude different from what everyone said about her. I would consider her different -nice- attitude as a test to make me more relieved and see the true me. It's ok to be a little bit relaxed but not too much to the point of breaking regulative rules and forget whom I'm talking to.

- 2. Do you think Mark accurately evaluated the context? Why or why not?**

First of all, he was afraid of her which made him make assumptions and overthink a lot of stuff so when he saw her and how nice she was, he was shocked and I can tell that Ms. Mills knew what people told him about her and sense his fear and confusion and act with him based on what she knew and sense. She just tries to be nice to show him that she's not a bad person. After he saw her nice attitude and since he was very nervous, he misjudges the situation and breaks the regulative rules and etiquette with her.

- 3. What communication factors led to the change in the chief executive officer's disposition?**

It's all goes wrong when he loosens his tie and crosses his legs, he breaks the professional norms by making himself comfortable more than he should be. Also, he started to talk and evaluate his boss which is a

totally wrong and unprofessional thing to say and make a suggestion about how they should give the employees more bounces which it's none of his business. He would save himself from trouble if he stayed in a formal position and answered the questions that he has been asked.

#### **4. How could the KEYS process help Mark improve his communication skills?**

**KEYS :**

##### **K: Know yourself**

Mark should start to assess his skills as a communicator and then developing strategies to use his strengths and work on his weaknesses.

##### **E: Evaluate the professional context**

Mark should start to observe and read the needs of the people he interacts with and understanding the constraints of the communication situation, and working on his skills for communicating with a variety of people and situations.

##### **Y: Your communication interaction**

Mark also needs to monitor his own verbal and nonverbal cues, and the cues from the people he talks to and interact with them.

##### **S: Step back and reflect**

The act of stepping back and evaluate the situation and what he did and why the conversation went wrong will help him to figure out the wrong verbal and nonverbal messages he sends and receives and learn from his mistakes and start the process again in much wise and stable way to be a successful communicator with various people and situation.