



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 furrows. 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?**

Of course I will act differently, you see.. Mark spoke badly about his direct manager behind his back to the CEO.

He shouldn't have talked about the subject, instead if his manager did something wrong he should tell him immediately or report using the proper ways, and even if he reports he should have kept this information to himself.

Also he misread the room and began to loosen his tie and crossed his legs because that was not professional at all, I would not do that, even if the CEO is comfortable with me because we can't do that in a professional environment.

Instead I'll answer the questions given by the CEO and be more formally and not talk bad about anyone even if I hate them.

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

He did not, he prepared himself to meet the "Wicked With of the west" and not the normal CEO.

That's why he was shocked about the situation when he entered the room and surprised when he received the kind welcome of the CEO.

He was menteally prepared for the worst, and that can make him nervous and anxious.. and that can affect your preformas in the meeting.

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

I would say because Mark got over comfortable and started to loosen his tie and crossed his legs in front of her and they just met, they are not friends and they don't know each other that well to behave like this, that's the first reason why the CEO got upset in that meeting.

And for the second reason because Mark was talking bad about his manager badly and that can give the wrong message to the CEO that this guy might talk badly about people behind their back.

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

"K" Know yourself: that indicates to be an active listener and to adapt accordingly, Mark didn't do that.

"E" Evaluate the professional context: that indicates that if Mark should use formal or informal ways of communicating and to use your word accordingly, Mark with the CEO didn't follow that rule, and he misread the environment of the meeting.

he should have used the formal way of communicating with his boss till the end.

"Y" Your communication interaction: that means that you need to know yourself and to evaluate the professional context to the correct and the efficient wording for the right space.

Mark did that in the beginning of the meeting, but he got more comfortable and forgot to use the right topics, that's why he spoke badly about his manager, instead he should have not mentioned this subject.

"S" Step back and reflect: that means that you need to ask yourself if you and your communication partner have a mutual understanding.

Mark did well in the beginning and communication went well, but later he didn't.. he should have been more careful and be vigilant of his conversation with the CEO, and also when the CEO was upset he was supposed to apologize for his action and be more careful in the future.