



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?

The first thing I would have done is ignoring all the stories told by other employees and keep an open mind set to see for myself. Then I would put a lot of efforts in the preparations for this meeting and make my own clear agenda for the discussion in a professional matter. I would also keep my discussion formal unless asked otherwise by the CEO.

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

Mark did not evaluate the context and he reacted in unexpected way. As he translated the CEO kindness to an invitation to be informal hence, he dropped his professionalism and acted informally. Also, he started with the management's roles and responsibilities talking about bonuses and speaking inappropriately about other people.

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

I believe that the main factor here was the emotional factor as Mark stress and anxiety influenced the meeting before it was even started. So, all the sudden all that stress and anxiety was replaced by overjoy.

Secondly, He fail in decoding the message from the CEO which was to make him feel welcomed to an invitation to be informal i.e. a friend.

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

Know yourself:

Mark would have known his strengths and weaknesses and would have not had any worries regarding his meeting with the CEO.

Evaluate the professional context:

Mark would have remembered the stories he heard from his colleagues and understands that this kindness could change very quickly for the slightest mistake.

Your communication interaction:

Mark would have put his learning from the last two points and interacted correctly with the CEO and kept it formal unless asked otherwise by the CEO.

Step back and reflect:

Mark would have improved his communication skills and would have chosen his words wisely when speaking to the CEO.