



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Assignment 1 (Spring 2021)

Student Abdulaziz Abahussain

Name

Students I.D 2021202405

Section

Bachelor

Date

18 / 02 / 2021

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 ٦٠٠ 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?

If I were Mark in the said situation, I would do both the same and different strategies to calm the mood. After the invitation, I would express myself with dignity, respect, and humble nature to the extent that I may win Ms. Mills' attention and trust. This body language technique will make Ms. Mills comfortable and avoid asking hard questions that may lead to uncomfortable conversations. Mark was incredibly wrong to express himself with a lack of respect to a higher authority by loosening his tie and crossing the legs. I would not have acted this way in my boss's presence because it was a sign of demeanor to Ms. Mills, and that is precisely what she felt and thought. Mark's actions leveled him and Ms. Mills to the same bar as peers, which did not auger well with Ms. Mills. I believe this is the mistake that made Ms. Mills chase Mark out of the office. Another possibility is that Mark over-expressed his position to a senior authority on bonuses and incentive allocation. Ms. Mills felt embarrassed due to the stories on the improvement and motivate the team.

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

No, I do not think Mark evaluated the context of the discussion. At first, Mark was not even aware of why he was treated to a trip to the corporate office. I think he would have evaluated the context if he was aware of the CEO Ms. Mills' plan. However, an experienced professional like Mark should always be prepared to answer critical questions from top-level managers concerning the team. Mark should have speculated varieties of agenda's that Ms. Mills may have in mind during the discussion. This would have hinted Mark on the suggestions to make and the recommendations not to make.

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

Mark's negative body language - Whenever one is allowed to express oneself, they should handle the situation with respect and dignity, which courts the people in discussion's attention. Mark overstayed his welcome at Ms. Mills' office because he lacked respect for authority and position.

Mark also broke the communication code of sensitivity - Many top-level managers would never want to hear any form of improving workers' welfare. This was the pinch of the needle to Ms. Mills' sudden change of emotions that made her kick Mark out. Mark shared sensitive information on reducing profits to offer incentives and bonuses to better their teams. This advice was uncalled for because if Mark had evaluated this discussions' context, the situation could not have been worse.

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

Mark's poor communication skills could have improved if he decoded and encoded all the information he spoke and what he listened to. Response after hearing should be timely and should also be associated with clarity, coherence, and conciseness. Mark's discussion and actions to the CEO, Ms. Mills, were incoherent because Ms. Mills tries to keep the company afloat by generating more profit. Still, Mark's suggestion on bonuses and incentives compromised the conversation. Mark should learn to be coherent depending on the situation of a discussion. Therefore, Mark should know to avoid engaging in controversial topics.