



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Assignment 1 (Spring 2021)

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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 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?

A1-If I were in The position of mark at that day , I wouldn't have let myself be this comfortable because we have learned that it is not right to disrespect your boss or a superior ranking individual . And when that person is the corporation chief it is even more wrong. I wouldn't sit crossing my legs or loosen up my tie because that means I am not a professional person. I could have user better and more respectful words to suggest incentives and bonuses . Moreover, he did not show that he respects his supervisor at work right a way and that made him seem irresponsible to her.

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

A2-I think he (Mark) evaluated the situation incorrectly he thought she was so nice and she is going to let him to be so friendly with her like if they were colleagues or friend and they are obviously not. He was unprofessional and not formal enough so he said too many wrong things and he said them disrespectfully . He should've known how to speak to a person with a high ranking authority as herself and have better relational communication skills because he saw the situation wrongly. Maybe because he thought that she is too friendly and forgot to assist better.

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

A3-The factors that made her disposition her attitude towards him are

1- verbally he communicated the wrong words at the time which could not be more important. He gave her orders not suggestions and that is so awful.

2- He non-Verbally showed her that he doesn't really care of her position by untying and sitting informally. He lacked professionalism and if I were her I would have also asked him to leave.

3- He failed to listen and learn from her and just kept speaking a lot. As we all know one of the most important factors of communication is to be able to receive and listen

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

A4-So , the four KEYS for excellence in the work place are

1- Know yourself Mark could know himself better as where his weaknesses in communication are and where he is the strongest.

2- Evaluate the professional context He could have evaluated the situation better professionally and that help him understand the constraints of this conversation and others in the future

3- Your communication interaction

He should know how to interact verbally and non-verbally to anyone And to be focusing on the signs he is giving to others

4- Step back and reflect

Step back and reflect your performance in all previous communications would help you be better in the future and would let you improve in every aspect of communication.

So if Mark worked on these ways of becoming a better communicator he will be better in no time and will not fail as he did that day.