

December 2, 2013

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Credit Union

1. Journal entry—Date your entry. Due, December 2nd

Career Success: Anyone can become a good writer

You should ask yourself the following question every time you write more than a three-word message: “Exactly what am I trying to accomplish when I write this?”

Don't start writing anything until you can answer the question simply and clearly. A fuzzy purpose produces a fuzzy communication.

Most purposes are fairly basic. For example, your purpose might be:

- To document something you've discussed previously, such as confirmation of your vacation request
- To inform, for example, to provide a quote for work to be completed
- To share information, such as your company's new address after a move
- To persuade, for instance, convincing someone to go along with your idea
- To sell, as when you want to convince a customer to buy an item
- To motivate, such as getting people excited about something you consider important

You probably noticed that some purposes overlap. Informing and sharing are similar. Persuading, selling and motivating also have a great deal in common. It doesn't matter exactly how you identify your purpose as long as you know what you want and can write about it clearly.

Apply: Think of the most recent text you wrote. Describe its purpose. What did you say in your message? Was the purpose of the message clear to the person who received it?

2. Journal entry—Date your entry. Due, December 4th

Career Success: Voice mail that won't irritate people

Statistics show that only 70 percent of phone calls are ever completed on the first try. Since the odds of reaching the person you call are getting less and less likely, leaving effective voice mails is important.

When leaving a message:

- Get your message organized before you call.
- Limit each message to one subject.
- Identify yourself at the onset of the message.
- Speak slowly, and pronounce your words clearly.
- Speak directly into the phone instead of holding the phone at an odd angle.
- Be direct and simple.
- Mention the best times to reach you for a call-back.
- End the message with your phone number, and repeat the phone number and your name.
- Keep background music and distractions to a minimum.
- Don't try to be funny.

Apply: Imagine that you need to provide the following information to a co-worker in another city, but don't expect to reach her when you call. Write down the information you need to include, then write down the message you will leave.

You will be at your coworker's location next Thursday and want to discuss some worrisome details about the Cambridge project that both of you are working on. The project is running late, a key team member will be out for four weeks following an automobile accident; the cost of materials has shot up dramatically; and the client is angry about the delay. You won't have much time to spend with her because you have to catch a plane to meet the client in another city. Maybe she can meet you at the airport and you can have dinner while you talk.

3. Journal entry—Date your entry. Due, December 6th

Career Success: Personal use of cell phones and computers at work

Employees are expected to control their personal interactions during work time. This includes making personal calls and sending personal text messages, tweets, or instant messages while on the job.

At work, you will be expected to limit use of your personal cell phone or computer to only the most important reasons. These reasons might include:

- A call to ask when you can pick up your car that's being repaired today.
- An email to a friend to inquire about catching a ride to pick up your car.
- A text to check on the condition of your ill child.
- An email, phone call, or text to rearrange a personal appointment that interferes with a business meeting.

You are expected to inform friends and family members about your company's policies. If they contact you at work about non-emergencies, end the conversation quickly, and advise them that you'll call back on your personal time.

If you're using a company-supplied device, you will be expected to refrain from calling or texting for personal reasons. Employers can, and often do, trace the calls and messages on cell phones and computers for which they pay the fee.

Apply: Name three personal calls, texts, or tweets an employer might find acceptable during work hours. Name three personal calls, texts, or tweets an employer would consider inappropriate during work hours.

4. BAA (Business Achievement Awards) —Fifth round of rough drafts due December 12th. I should have all nine to edit. Coming to closure on documents so they are ready to upload! Must be e-mailed to ralbrecht@mcpsva.org. I will make suggestions and then you will correct.
5. BAA— Final drafts first round due December 20th. I should have at least 6 completed and ready to upload.
6. Ever Fi— Are you done? This needs to be complete!
7. The DART GAME!—When do we begin? All of you work the room once we start.
8. The DART GAME!—Flyers, Announcements, Power Point, Working the Room material has all been turned in. Will modify with correct dates as soon as you have them.