



The above information ***must*** be placed in a header. This includes the running head and page numbers. Do ***not*** simply type it in!

Learning Outcome Essay 3

John Doe

Ottawa University Online

COM 49100 – Seminar in Applied Communications

Instructor

David A. Cook

Introduction

Written, oral, and digitally produced mean of communication can each be used to connect with an intended audience for the purpose of achieving a desired outcome. Tools like audience analysis, and the variety of written forms, presentation methods and outlines allows for many different possibilities of audience engagement, impact and comprehension. Knowing which to select and skillfully tailoring messages within those range of choices is key to successfully communicating across many boundaries and disciplines.

Some of the academic courses and assignments that have helped inform my understanding and skillfulness in areas such as presenting compelling speeches to a specified audience, writing clear, concise messages tailored to an audience with focused attention towards a desired outcome, competently communicating in a variety of writing styles including strategic, journalistic and academic as well as integrating a range of methods and supporting media to enhance performance skills, include the following.

- **Interpersonal Communication: COM 30163**
 - Film Reflection – *Lost in Translation*
 - Developing Communication Competencies
- **Intercultural – International Communication: COM 40164**
 - Nonverbal Message Reflection Essay
- **Persuasive Communication: COM 40464**
 - Compliance Gaining Essay
- **Public Speaking:**

- Analyzing an Audience
- Dynamic Presentations
- **Media Writing: COM**
 - Reaching Audiences
 - Strategic Communication
 - The Inverted Pyramid
- **English 102:**
 - Joining the Conversation: Audience and Argument
 - Writing for Audience
 - Academic Writing
- **Organizational Communication: COM**
 - Strategic Communication

Presenting compelling speeches to inform, persuade, and/or entertain a specified audience

Audience analysis begins with an initial evaluation of the basic assumptions and known information about audience dynamics such as demographics, psychological, and contextual make-up of its members. Of particular interest is the group's knowledge level or familiarity with material to be covered, any cultural sensitivities, and expectations from the presentation (Audience Analysis, n.d.).

As a Human Resources professional it often requires one to speak with internal as well as external audiences. For example, I recently presented an informational speech to an internal audience comprised of mid-level to senior level leaders. The informational speech addressed the

organizational position control process. This process captures the number of hired employees, the number of vacant positions and correlates the information with our organizational budget.

My preparation for this speech included both an audience analysis and speech outline which addressed the speech topic. The audience analysis included an assessment of the possible relationship between me, the message and the audience. I reviewed the list of attendees prior to the presentation in an attempt to gain additional knowledge regarding the values, beliefs, motivations, expectations, attitudes and aptitudes regarding my topic. I also considered those who may be resistant, neutral or sympathetic when receiving my message.

Since the information I was providing was grounded in processes and technology, I began to collect information regarding my audience's organizational and technology skill levels. One method for collecting this information was completed by reviewing their essential job functions within their job descriptions and by reviewing any historical employment data related to technology, processes and organizational skills. I continued by analyzing any audience demographics which may prohibit them from receiving and understanding my message. For example, I considered the audience age, cultural background and education level since the information included a strong technology component.

Once I completed my audience analysis I began to prepare my speech. I began by developing my thesis statement since the speech topic and purpose had already been identified. Next, I identified and organized the main points of information I would be presenting to the audience and began to collect additional information through research which would support my speech. I then began to create the speech introduction, body and conclusion segments.

Now that I had my presentation completed, I began to develop my supporting visual aids which, in this case, included a Power Point presentation consisting of screenshots of the system they would be using for this process as well as supporting financial statistics provided by our finance division.

Rehearsing my speech was the final step and this included a review of both my verbal and nonverbal communication. For example, I rehearsed where I would stand, hand and arm gestures, voice tone and eye contact with my audience. Finally, I presented the informational speech to an audience of 150 mid-level and senior leaders within the organization. The information presented was well received and understood and this new process is now operational and successful.

Writing clear, concise messages tailored to an audience and desired outcomes

Continue to address each outcome topic using headings accordingly (See the documents entitled “What I am Looking For in Outcome Essay #” in weeks 1, 3, & 5 for details on how to address each outcome topic). Complete the paper with a conclusion and reference page for any sources cited in the paper.