



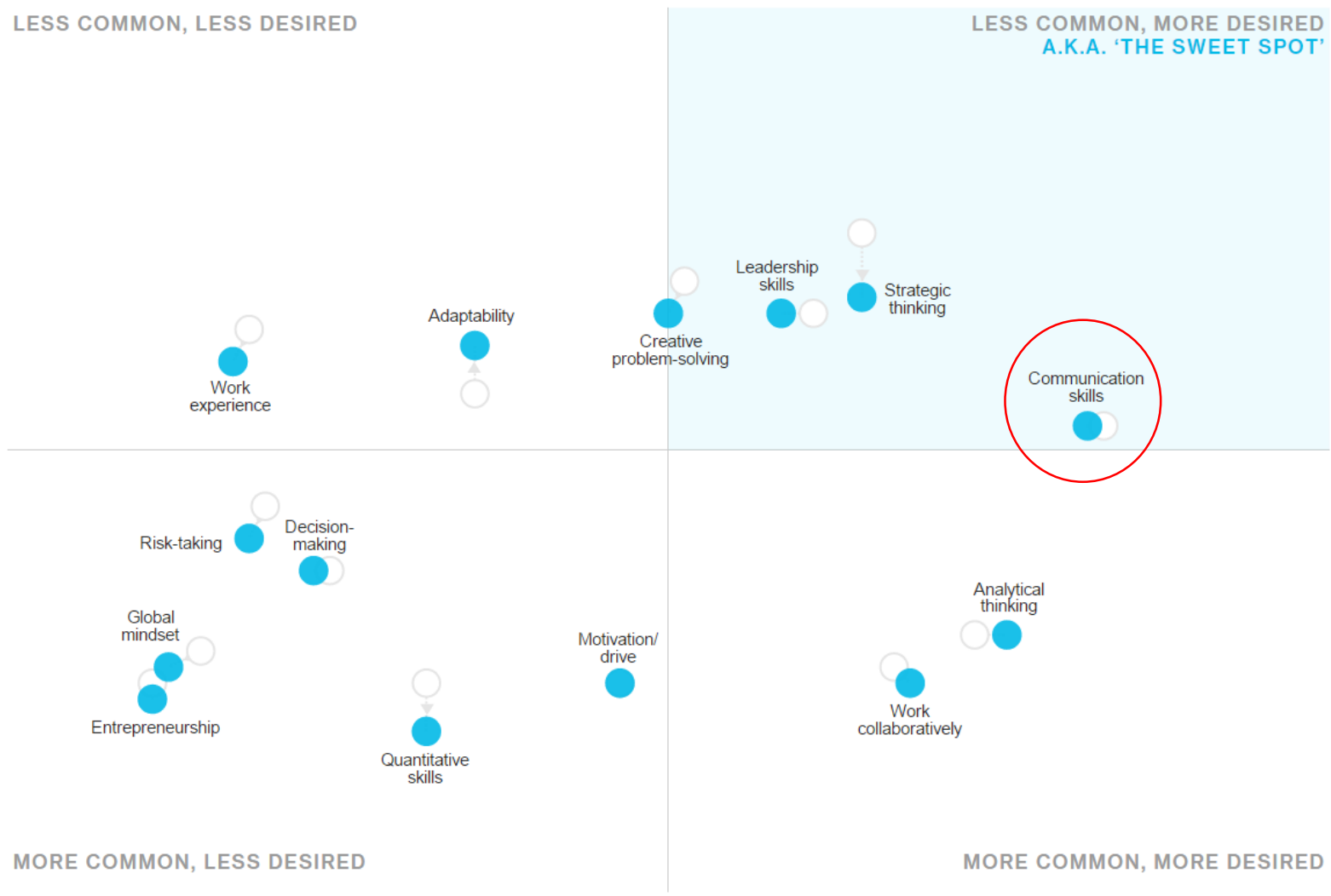
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FANNING
CENTER *for* **BUSINESS**
COMMUNICATION

Essential Skills for Your Success.

Orientation Learning Goals

- Introduce you to the Fanning Center for Business Communication.
- Continue to develop your skills in “self introductions,” spontaneous speaking, and difficult conversations.



Let us help you stand out.



Enroll in a course

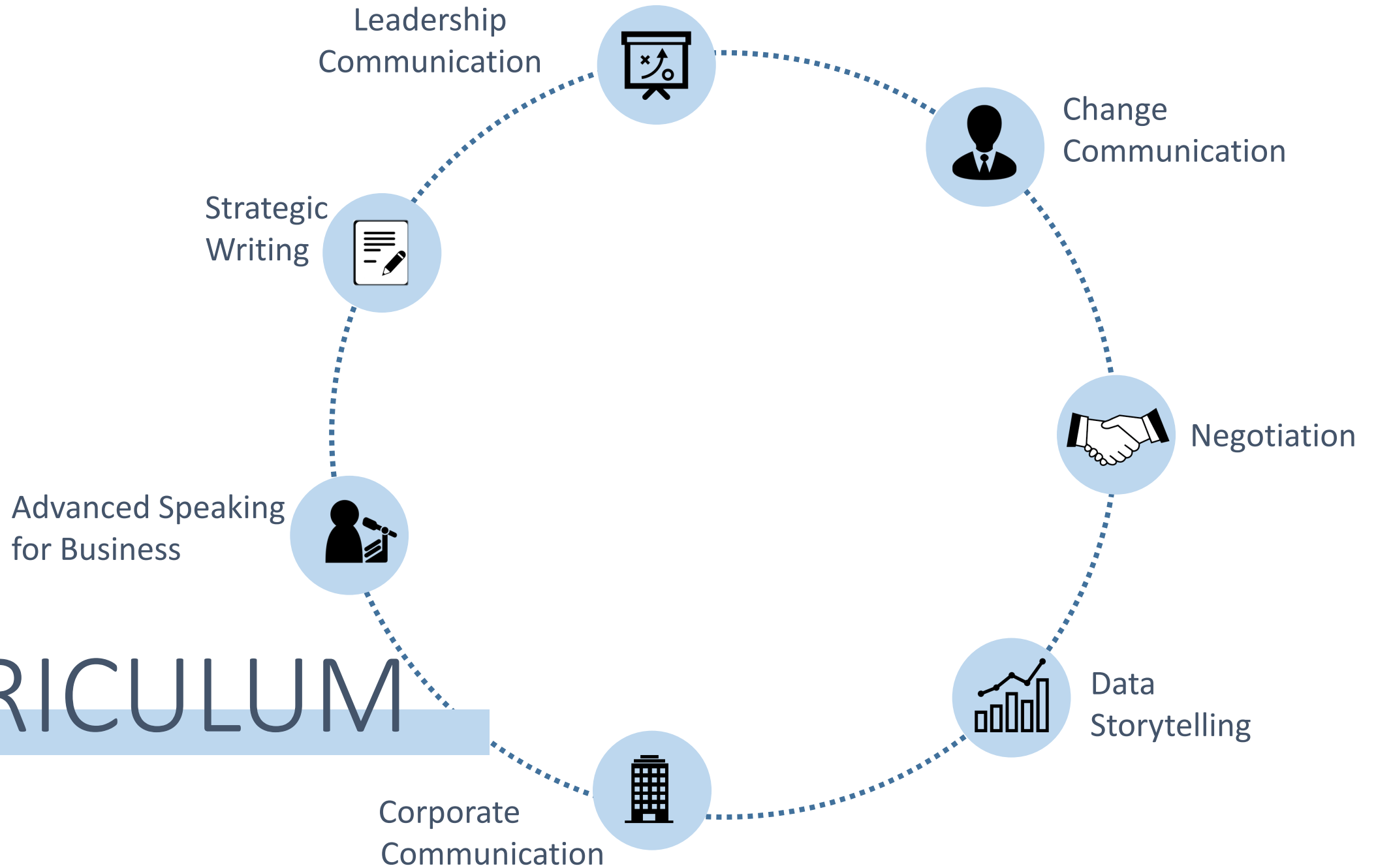


**Schedule a
consultation**



**Receive feedback on
writing and speaking skills**

Graduate CURRICULUM



Fanning Center Faculty (MBA, MSA, MSBA)



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Teaching Professor of
Management and Organization



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Adjunct Teaching Professor



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Associate Teaching Professor

Self Introduction Debrief

- What was the most challenging aspect of delivering your self introduction?
- What went well for you during the exercise?
- What will you do differently next time?

Know your listeners first.

1. Credibility
2. Relationship
3. Need

The Art of the Self Introduction



- Share your story
 - Identify unique information
 - Communicate your contribution
- Enroll your audience
- End with a memorable line
- Use your physical (virtual) presence
- Keep it short

Common Types of Introductions

- “I’m Lisa, Lisa Marshall and I’m an MBA student. When I take a break from studying it’s to go for a swim or a bike ride, or to go rollerblading with my dog!”
- “Hi, my name is John Miller and I am the VP of Marketing at Concept Management Northeast, just outside of Boston.”

Sample Introduction

“Hi everyone, my name is John Miller. I’ve got 15 years’ worth of experience marketing conferences like this one to vendors, colleges, and HR departments. What I am good at, and the reason why I’m here, is getting the right people, businesses and great ideas in a room together. I’m not good on details; that’s why I work with Tomás. I promise that I’ll get people excited about the conference and the gifts and talents of everyone else in this room will take over from there. I’m looking forward to working with all of you.”

Key Take-aways

- Self introductions are an opportunity to:
 - Establish credibility and likability.
 - Build rapport.
 - Be memorable (extend the intro beyond initial encounter).

Spontaneous Speaking

*“The reality is that in business **spontaneous speaking** is much more prevalent than planned speaking (e.g., presentations). Think of being called upon to **introduce someone to others**, or having your boss ask you for **feedback on a new idea**, or handling **questions at the end of a meeting**. These spontaneous speaking situations occur all the time.”*

Matt Abrahams, Stanford University

Effective Structures for Spontaneous Speaking

- Problem/Solution/Benefit
- Point/Reason/Example
- BLUF (Bottom Line Up Front)
- What/So What/Now What

Top Three Communication Behaviors of Inclusive Leaders

- Using More Audience-Centered Language
- Demonstrating Subject Matter Expertise
- Demonstrating Authenticity



Using one of the structures, and keeping in mind the habits of inclusive leaders, role play the following scenario with two partners:

You must communicate to a team member that they are not contributing to their full potential and they are causing conflict within the team.

Role 1: Individual providing feedback.

Role 2: Individual receiving feedback.

Role 3: Observer.



Maybe
we should
talk.

- Define the problem;
- Establish a goal;
- Find the cause(s);
- Agree on a solution;
- Determine each person's responsibilities.

Let's Stay **Connected...**



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