

My Favorite Assignment Montreal 2011/BCQ 2012
Business Communication Quarterly

Title – Individual Communication Development Plan (ICDP)

Genre – Communication Improvement Plan Assignment (a Living Document)

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Brief Overview of Assignment

This assignment requires students to develop and nurture their own customized Individual Communication Development Plan (“ICDP”). Inspired by the Individual Development Plan (“IDP”), which is a statement of career goals and a plan for how to achieve those goals, this approach empowers students to identify problems with their communication practices, formulate a plan of action, and manage their own improvement.

As instructors, we assess, criticize, and grade papers and oral presentations. We try to model effective writing and public speaking. But unless students take responsibility for their own progress and commit to their own personalized self-development plan, progress is typically slow at best.

This ICDP approach moves us away from red pen unilateral graders toward a more supportive role in which we can “coach” students on the analysis of their own communication practices, the establishment of clear goals, customized plans for achieving those goals, and periodic evaluation and revision.

Target Learners

MBA's and EMBA's (but this assignment is useful for anyone willing to take responsibility for their own communication development).

Learning Objectives

Students will chart their own course as communicators and take responsibility for their own progress as writers and speakers.

Time to Complete Assignment

Initial document should take 1-2 hours to complete. However, this “living document” should be frequently revisited and revised.

Materials, equipment, special considerations

None

Evaluating Outcomes/grading

Students are graded (leniently) on their demonstrated ability to self-assess critically and create an optimistic yet realistic plan for communication improvement.

Author's Bio

John Krajicek is an Executive Professor of Business Communication Studies at Mays Business School of Texas A&M University (MBA & EMBA Programs), where he previously taught in the English and Accounting Departments. He is also a practicing CPA, a musician (singer/songwriter), and a grateful husband and father of two daughters.

Support Materials

Assignment prompt and Sample student work product attached.