



MEMORANDUM

To: MBA students, Class of 2013
From: John Krajicek, Executive Professor
Date: September 7, 2011
Subject: BUAD 620 – Assignment #3 – ICDP
Due: September 27, 2011

This assignment requires you to develop your own customized Individual Communication Development Plan (“ICDP”).

Although writing instructors, tutors, assignments, and models can help you improve, you simply must *take responsibility for your own writing and speaking progress*. I will assess, critique, mark up, and grade your papers and presentations, but unless you commit to your own personalized self-development plan, progress will likely be slow at best, particularly given the time pressures while you are in this program.

Some of you may already be familiar with the Individual Development Plan (IDP), which is typically a statement of career goals and a plan for how to achieve those goals. See, for example, the Department of Defense’s Individual Development Plan (General Guidelines for Charting your Career Path) at <http://www.usuhs.mil/chr/idp.pdf>. This document is actually my inspiration for Assignment #3. Key to this and other similar approaches is that individuals are *empowered to take responsibility* for their own self-development.

By requiring that you create your own Individual *Communication* Development Plan, I am encouraging you to manage your own communication development. You should use this Plan to chart your progress throughout the remainder of the program (and beyond). You should frequently revise your ICDP, based on improvement and/or new issues and goals. And you should keep me posted on your development.

Here’s another way to think about this plan. Working with your ICDP, I can more effectively adopt a supportive role in which I can “coach” you on the analysis of your own communication practices, the establishment of clear goals, your customized plans for achieving those goals, and periodic evaluation and revision.

Please see the attached sample document. Assignment #3 (hard copy) is due at the beginning of class on September 27, 2011.



INDIVIDUAL COMMUNICATION DEVELOPMENT PLAN

John Doe
BUAD 620, Assignment #3
September 28, 2011

This document articulates my communication skills self-assessment, identifies goals for improvement, and charts a set of specific plans for achieving those goals.

WRITING

1 – Where am I now?

Here you should articulate in a brief paragraph or two your own self-assessment of your current status as a writer. What are your strengths? What are the general areas where you need improvement?

1A – Specific areas for improvement

Here you should list (e.g., in bullet form) your specific problem areas. A good start in creating this list would be to look at the common issues I have marked on your papers (e.g., organization, audience awareness, spelling, comma splice).

2 – Where do I want to be?

Here you should realistically address where you hope to be by December, 2012, both in terms of general areas and specifics.

3 – How will I get there?

*This is a key section. Devise, in as much detail as you can, your strategy for achieving your writing goals. This section should include both general and specific plans. For example, your general plans could be such things as a pledge to proofread every document more carefully. Or it might be to set up appointments with a tutor. More specific plans might include a pledge to read the *Writer's Companion* pages on a certain issue, and follow up with me if you have any questions.*

PUBLIC SPEAKING

This section should be designed just like the Writing section above.

FINAL THOUGHTS

In this brief concluding section, make any “big picture” comments that you deem to be apropos. Remember that the ICDP is not just a document for a grade in BUAD 620; it is the beginnings of your own customized plan for improving your communication habits throughout your life and career.

SAMPLE DOCUMENT