Find it, Frame it, Fix it – Diagnosing, Analyzing, and Solving (Communication) problems in the workplace –WRITTEN REPORT AND ORAL PRESENTATION TO CLIENT (50 points)

Due: *(insert date)*_____

ASSIGNMENT: You will be creating a written report, using the attached template, and doing a 5-6 minute video presentation to address the issues outlined below.

You will post your written report to Turnitin, and record your Video Presentation on *(Learning Management System and/or Video system for online presentation recording: examples include Blackboard, Bongo, Panopto – customize this to your academic setting)*

Case Scenario:

- **You are a strategic communication consultant. You've been working in this role for 2 years, for a consulting firm that analyzes organizational "competencies", including opportunities and challenges in internal communications.**

- **Your boss assigns you a project with a prospective new client / stakeholder. You are serving as a junior consultant in this role.**

- **The client is experiencing organizational/communication and some ethics issues (see the list under "The Client's Situation" for the "symptoms").**

  - The client has just hired a new CEO and President, and she wants to see what *<u>internal business processes (financial, communication, employee engagement, teamwork, leadership, etc.)</u>* need to be improved.

  - They want you to tell them what top 3 issues are ("find"), conceptualize them clearly ("frame"), and help solve them ("fix").

  - You'll need to use your problem-solving and critical thinking skills to analyze the problems and create recommendations.

  - You'll also need to think about the ethics in this scenario as related to the company (especially communication to/from employees and leadership).

  - Finally, you will need to practice and use your communication/presentation skills, to craft a thorough written report, and then deliver your findings/recommendations to this client.

- **Remember: you can't "fix everything". Use your critical thinking/problem-solving strategies and communication tactics to determine what YOU think this client needs most.**

- **You can make up any details about <u>yourself</u>, your company, and the client (i.e. your company's name; their company's name; industry; sector; size, location, etc.). – think of how you would communicate your CREDIBILITY.**

- **You should refer to and use the details outlined below as the client's "situation".**

- **You will have the benefit of having conducted an organization (climate) "survey" and "interviews" with employees** *(note: these are both fictitious; assume that they have already taken place and you have both survey findings and interview feedback from the employees).*

The Client's Situation

Here's what you know about this client (Note: these are **not** in any specific order):

- The organizational culture appears to be challenging. Employees do not appear to be happy.

- Their workplace doesn't provide balance/equity. Based on employee surveys (and what you've seen on Glassdoor, Vault), many indicate they are overworked and underpaid.

- There is a lack of internal supportive messages from superiors. And, there is a lot of criticism, and it's typically delivered in front of others during meetings.

- You have heard stories of <u>some</u> classist, racist, and sexist remarks made by employees to other employees.

- Their employee turnover is high: 32% vs. their 'average' competitors' (17%).

- There are no annual or periodic employee surveys asking for feedback (your firm's was one of the first).

- There is a company website that is updated with current news about the company/media/the press. It also mentions special employee recognition/achievements.

- Standard communication takes place via email and attachments.

- Meetings sometimes have agendas, but not always.

- There are performance evaluations/feedback given annually, but they are informal (not written). However, they influence employee bonuses by as much as 25% annually.

- Payroll systems are upgraded/current. Technology is strong overall. Employees have access to current technology/databases/systems.

You do some analysis about the client: their financial situation, market status/market share, main business lines, products, profitability, consumers, marketing/advertising campaigns.

- You discover they are quite profitable. They are well-regarded in their industry. One of the top market leaders.

- Have recently gotten some "bad press" about ethics violations (fraud) among some of their leaders.

- Their consumers seem to be happy (based on consumer surveys conducted for the past 3 years)

- They have good cash-flow, solid investments.

The Assignment

This assignment has two parts:

1. A written report (2-3 pages)

2. A video presentation (informative, 5-6 minutes)

- **You will need to prepare a report (hardcopy) and an online presentation to this client (they are your 'audience').**

    - Your boss wants this written report posted on BBD>Assignments>Turnitin link, and a "live" presentation to the client **via video** *(using the LMS/Bongo/Panopto/other video presentation recording system).*

    - You are to create a report describing the main business/communication issues, and how your firm would address them.

PART 1

WRITTEN REPORT (2-3 pages, single-spaced, TNR 12 font, stapled, can be double-sided; page length should include the table below on page 6); Worth 20 points

You will need to prepare a report (hardcopy) and an online presentation to this client (they are your 'audience').

- You are to create a report describing the main business/communication issues, and how your firm would address them.

- Your boss wants this written report posted on BBD>Assignments>Turnitin link

- You should cite sources as appropriate in this report.

Your report to the client should contain the following sections (**USE THE TEMPLATE/TABLE ON PAGE 6 and add in required information under each header**):

1. Introduction (written = 1-2 paragraphs) – who you are, credibility statement

2. Your analysis:

    a) what/who you examined/talked to (written = 1 paragraph) – hint: be creative here: how many employees? At what levels? What percentage were interviewed? When? (what period of time), etc.

    b) your analysis of what is going well overall with the client (1-2 paragraphs)

3. Your diagnosis and analysis of the top three issues that the client is facing (fill out Column Two in the table on page 6). Note: at least ONE of these issues must be "ethical" in nature, based on what you identify as an ethical problem from "The Client's Situation".

4. Your proposed solutions with examples (fill out Column Three in the table on page 6).

5. Some type of closing paragraph (recap, or next steps).

→ EACH SOLUTION MUST INCLUDE AT LEAST ONE RESEARCH COMPONENT. This must be from a valid source (academic journal or business/organizational magazine). Do some research online about this issue and your solutions, and use data/a statistic/information to support each solution. Cite your source in your table.

Your final report should NOT include any "extraneous" information (like these instructions, or comments like "add in under this header")! Remember: you're addressing this report to your CLIENT. They will be reading the report at a later date. You would not include "Assignment instructions" in a report to a client, or unnecessary headers, for example.

The total written report should be NO MORE THAN 3 pages (single-spaced, TNR 12 font), including the template on page 6.

PART 2

ORAL PRESENTATION TO CLIENT. You must hit the "SUBMIT" key to have the presentation correctly load to (online video presentation recording system)**. 30 points.**

Part 2 of this assignment is an oral presentation to your client. You will be recording this using BBD>Bongo. It should be between 5 - 6 minutes. You are speaking directly to the client as if you were having an online meeting and presenting to them, "live".

Your presentation is NOT a verbatim regurgitation of your written report. Instead, consider your written report as the basis for a presentation script, and select those points/issues/aspects of each problem you want to highlight, with your specific, research-supported recommendations.

In your presentation, as noted above, you will also want to include:

1. Introduction/greeting (30-45 seconds)

   - some type of identification of who you are/your role with your 'firm'

   - a credibility statement (why should this client trust your or your firm's perspective?)

2. Overview of your approach/process (surveys, interviews, etc.) – 15 seconds

3. The problems/impacts you've identified – top 3 (1:30 – 2 minutes). Don't forget to mention research if this supports your problem diagnosis.

4. Your recommendations (1:30 – 2 minutes) for each of the problems. Don't forget to mention research if this supports your recommendation/solution.

5. a closing with next steps for the client (15-30 seconds)

5-6 minutes does not give you sufficient time to highlight every aspect of every problem or solution. You need to focus on the top 3 that you identify. HINT: Write your report first. Then, use your written report as a starting point to create a concise yet detailed presentation, and remember our general rules:

- Practice at least 3 times for every minute you will be presenting (in this case, 15 times would be optimal!).

- Use your verbals (tone, pitch, pace) and non-verbals (eye contact, facial expression).

- Practice using your webcam – look upwards or "above" the web camera for optimal eye contact with the "client".

Find It, Frame It, Fix It Assignment (complete this form as your written report)

YOUR NAME: _____

1. INTRODUCTION (add in under this header)

2. ANALYSIS (add in under this header)

3. ISSUES AND RECOMMENDATIONS (complete the table below – give specific details; you should include research/cite sources)

Issue (example: internal communication; employee engagement; technology; leadership; ethics, etc.)	What type of issue is this? (example: if internal communication, describe in 4-5 sentences how the issue manifests in the workplace.)	Solution? Give a specific example of how to address this issue. You must back up each example with one valid/credible form of research.
#1		
#2		
#3		