

MGT 3810: Business and Professional Communication

In Class Activities (Congratulate and Tweet) to Follow the Industry Pitches

THE CONGRATULATIONS

After the class has given all their pitches, spend some time discussing how to create goodwill in an organization by using the "You Attitude." This concept is covered in most Business Communication texts, or you can email our team for specifics. Then, spend some time discussing how to share good news in a direct way. I discuss this as three fold: 1. State your main idea directly (e.g., We would like to pursue a new partnership with Snapchat), (2) Provide some specific detail (e.g., Snapchat is a new mobile application that blends social media and imaging in an innovative way), and (3) Close using a cordial tone that reemphasizes the good news and states a desired action (e.g., Big Investments invites you to attend our networking event with Snapchat this weekend where the inventors will discuss new ways of expanding the company). Once this background information is provided, continue with the activity following these steps:

1. Break the class up into groups of five
2. Tell the groups to pick the best pitch from among their group
3. Have each group get out a piece of paper and write one direct good news message together. Their message (congratulations to our group winner) will be delivered at a mock staff meeting of Big Investments
4. Ensure that the person making the announcement is not the group winner, which could sound awkward
5. Give the groups about 20 minutes to write the message and practice their announcement
6. As the instructor, pretend that you are the head of Big Investments, and make some kind of general good news statement to everyone and then inform the "staff" that you would like to congratulate everyone on their hard work and highlight the firm's choices
7. Take turns going from group to group - one person will make the announcement while the whole class listens and then applauds

THE TWEET

After the congratulations announcement, tell the class that you have a new twist to the assignment. They must now change the context and audience for their message. Big Investments has a new interest in social media, and they want to tweet about their newest partnerships. Briefly discuss the rules of Twitter (e.g., 140 characters, special features like hashtags), or have students provide them in a discussion. Continue the activity in the following steps:

1. Allow students 15 minutes to transform their good news message into a tweet
2. Give each group a dry erase marker to write their tweet on the board
3. Review all the tweets on the board with the class, discussing the pros and cons of elements like hashtags and social media tools like Twitter for sharing good news