

**COURSE:**

Business and Professional Communication

**INSTRUCTOR:**

Mr. Jeffrey Bolt

**COURSE COMPLETED:**

Spring 2009

**ASSIGNMENT TITLE:**

Informative Speech Outline

**ASSIGNMENT PROJECT DESCRIPTION:**

This outline was intended to support our informative speech. The speech was based on research that I conducted by interviewing a young professional that worked in a communication-based job. The main purpose of this outline was to display how we were going to orally relate communication theories to the interview I had set up with my chosen professional.

**REFLECTIONS:**

This was the first real outline I had to create for a college speech. I had always made outlines for myself when I had to conduct a speech; however, no outline I had ever made was up to this standard. Looking back now I cannot believe how detailed and lengthy I made this outline, considering the speech was only meant to be a five-minute speech. Nevertheless, this outline represents the beginning of my many speeches that I had to present while in my concentration courses.

Renee Elliott

Purpose: To inform the class of the day-to-day business operations of a communications professional

### **Introduction**

- I. Attention Getter. Communication skills are imperative in the workplace, and it is evident that without those skills, and those who specialize in those skills, there would be gaps in the business world.
  - a. Introduce Vanessa Shaw-Barb
    - i. Agent at Nationwide Insurance Agency
- II. Thesis. The systems thinking theory of business organization is highly prevalent in the career of Vanessa Shaw-Barb.
  - a. Research in the Communicating in Professional Contexts text by Goodall and Goodall
  - b. Research by Signitzer and Prexl
- III. Credibility. Extensive Research
  - a. Relating career experience to textual research and theories
- IV. Preview
  - a. Background information of interviewee
  - b. Day-to-day operations of interviewee
  - c. Comparing job description to systems thinking

(Transition: Before I can inform you on Vanessa's day-to-day job description and its relation to systems thinking, I will inform you on Vanessa's background and how she got where she is today.)

### **Body**

- I. Background Information
  - a. Graduated from Akron University in 2002
    - i. Studied and double majored in Business and Organizational Communication and English Studies
  - b. Internship and Experience
    - i. Interned at MTV studios in 2000 and 2001
      1. Briefed stars for interviews
      2. Made sure production ran smoothly
      3. Lead stars through final interview questions before taking stage

(Transition: Now that I have informed you on her background that prepped her for current position, I will inform you on her daily work functions as an Agent for Nationwide Insurance.)

- II. Daily Tasks
  - a. Electronic Mediums
    - i. Checks e-mail
    - ii. Communicates with underwriters (double checks everything)
    - iii. Answers all calls that deal with advertisements and gaining new clients
    - iv. Visits auditors websites
    - v. Web-a-nars
  - b. Nationwide Promotion
    - i. "Project 100"
      - 1. 100 postcards to possible clients and follow-up
    - ii. Outreach
      - 1. Nationwide's policy to meet possible clients and schedule four meetings to establish rapport
- III. Utilizing Communication in the Workplace
  - a. Systems Thinking
    - i. Goodall and Goodall definition
      - 1. Combines holism and interdependence and it views an organization as a system of interconnected individuals and teams.
    - ii. Signitzer and Prexl
      - 1. Implementing sustainability should guarantee long-term success
      - 2. Networking of other corporate systems
      - 3. Companies use communications for marketing, business, and/or societal reasons

(Transition: Although there are many different aspects of communication in Vanessa's workplace, the key for of communication is bringing in new clients and networking, which is vital in all aspects of professional careers.)

### **Conclusion**

- I. Informed the class on Vanessa's professional background and career
  - a. Educational background
  - b. Internship and experience background
  - c. Career daily tasks
- II. Hope information is retained
  - a. Remember to network
  - b. Learn that electronic resources play a large role in business world
  - c. Systems thinking

III. Communication is key in all aspects of life, personal and professional.

References

Goodall, H. L. & Goodall, S. (2006). *Communicating in professional contexts*. Belmont CA: Thompson Wadsworth.

Shaw-Barb, V. (personal communication, March 23, 2009).

Signitzer, Benno, and Prexl, Anja (2008). Corporate sustainability communications: Aspects of theory and professionalization. *Journal of Public Relations Research*. 20 (1), 1-19.