

COURSE:

Business and Professional Communication

INSTRUCTOR:

Mr. Jeffery Bolt

COURSE COMPLETED:

Spring 2009

ASSIGNMENT TITLE:

Visual Aide for Informative Speech

ASSIGNMENT PROJECT DESCRIPTION:

This PowerPoint was to accompany my informative speech. The professor asked us to make a stylish visual accompaniment to our speeches.

REFLECTIONS:

I was more than excited to create this PowerPoint. It was the first presentation I was going to create using the new version of the software. I was fascinated with all the different design options that the new software had to offer and I believe that my end product was a result of that fascination and creativity. I believe that when you use PowerPoint properly, and you understand that it is to be used as an asset to your presentation and not a crutch, then it can really add the right amount of support and design to allow your audience to engage in your presentation. I enjoyed creating this portion of my presentation and I think it was the first time I really understood how to incorporate PowerPoint properly with my speeches and presentations.

Communication careers and systems thinking

Kent State University

Renee Elliott

Introduction & Background

○ Vanessa Shaw-Barb

- Agent at Nationwide Insurance Agency
- Graduated from Akron University in 2003
- Interned at MTV Studios in 2000 and 2001



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Daily Operations

○ Electronic Mediums

- Checks e-mail
- Communicates with underwriters who double-check policies
- Answers calls that deal with Advertising or Marketing
- Visits auditors websites
- Participates in Web-a-nars
- Teleconferences

Daily Operations con't

- Outreach

- Network for possible clients that include meeting 4 times to establish recognition and rapport

- Project 100

- 100 Postcards to possible clients



Systems Thinking

◉ Signitzer & Prexl

- Implementing sustainability should guarantee long-term success
- Networking of other corporate systems
- Companies use communications for marketing, business, and/or societal reasons

◉ Goodall & Goodall

- Environment
- Interdependence
- Goals
- Feedback
- Openness, order, and contingency

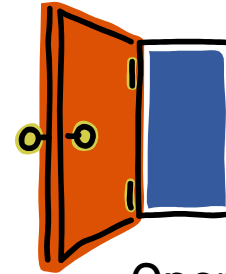
Systems thinking



Interdependence



Environment



Openness



Goals



Feedback