

Verbal Communication Outcomes

Student Leader Learning Outcomes (SLLO) Project

Definition Of Verbal Communication:

"Communication is the exchange of thoughts, messages, or information, as by speech, signals, writing, or behavior."

The basis of communication is the interaction between people. Verbal communication is one way for people to communicate face-to-face. Some of the key components of verbal communication are sound, words, speaking, and language. Since the majority of speaking is an interpersonal process, to communicate effectively we must not simply clean up our language, but learn to relate to people. Some of the major areas of public speaking are speaking to persuade, speaking to inform, and speaking to inspire or motivate. (Taken directly from http://cobweb2.louisville.edu/faculty/regbruce/bruce//mgmtwebs/commun_f98/Verbal.htm)

Key Components of Verbal Communication:

Elements:

- Content
- Purpose
- Audience analysis/involvement
- Organization
- Creativity
- Use of audio-visual
- Speaking/voice

- Length
- Eye contact

Formats:

- Meetings
- Interviews
- Presentations
- One on one

Outcomes:

Students will be able to:

- Effectively communicate verbally for a wide variety of purposes and audiences
- Maintain self confidence when speaking to an audience
- Accurately convey the intent of their message when speaking
- Structure a speech that is clear and easy to follow
- Select appropriate audio/visual support methods and materials
- Use at least one popular software program to create a presentation
- Use mainstream technology in conjunction with this software to deliver a presentation (e.g., laptops, projectors)
- Effectively adjust their presentation styles to appropriately address the audience
- Exhibit behaviors and mannerisms associated with successful presentations (e.g., voice, pace, dress, gestures, eye contact, etc.)
- Field questions from the audience and address them satisfactorily

Other Useful Rubrics Related to This Topic:

Delegation, Fiscal Responsibility, Teams and Groups

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Resources:

- Definitions:
 - http://cobweb2.louisville.edu/faculty/regbruce/bruce//mgmtwebs/commun_f98/Verbal.htm
- 7 Steps for Creating an Effective Speech
 - http://cobweb2.louisville.edu/faculty/regbruce/bruce//mgmtwebs/commun_f98/publicspeaking.htm
- Communication Skills Overview
 - <http://www.mindtools.com/CommSkill/CommunicationIntro.htm>
- Improving Verbal Communication Skills
 - <http://www.eruptingmind.com/improving-verbal-communication-skills/>
- Verbal Communication Skills
 - http://www.businesspotential.com/verbal_comm_skills.htm
 - <http://www.itstime.com/aug97.htm>
- Books
 - Bienvenu, S. (2000). *The presentation skills workshop: Helping people create and deliver great presentations*. New York, NY: American Management Association.
 - Atkinson, C. (2007). *Beyond bullet points: Using microsoft powerpoint to create presentations that inform, motivate, and inspire*. Redmond, WA: Microsoft Press.
 - Kaye, E. A., & Devillers, J. (2002). *Maximize your presentation skills: How to speak, look and act on your way to the top*. New York, NY: Crown Publishing Corp.

AggiEfolio Competencies That This Rubric Addresses:

To set up a free AggieFolio account, please visit <https://career180.tamu.edu/portfolio/>

Cluster 1: Problem Solving and Thinking Skillfully

- Observation Skills
- Analyzing Critical Data

Cluster 2: Communicating Effectively

- Basic Communication Skills
- Oral Communication Skills
- Written Communication Skills
- Technical Writing Skills
- Listening Skills
- Demonstration/Presentation Skills
- Graphic Communication Skills
- Multimedia Presentation Skills

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- Creating Graphs and Charts
- Interpersonal Skills

Cluster 3: Applying Technology

- Skills Related to Technology Use

Cluster 6: Managing Resources

- Managing Self