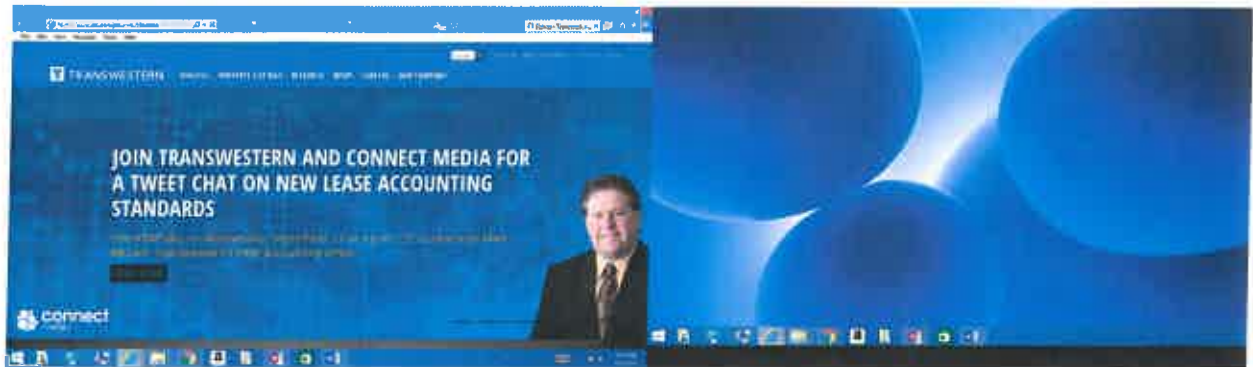


Kim Williams

Organizational Speech Company



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Course Offering

Business and Professional Communication [REDACTED] 1

Received

[REDACTED]

From

[REDACTED]

To

[REDACTED]

Subject

The Organizational Speech

Good afternoon,

Info for the first speech which is due to me by 6:00pm on Monday Sept. 26th, 2016.

- 1) There is a required visual aids for this speech and it is the organizational hierarchy of your company. You may put it in a slide or pull it up from the company website.
- 2) Work on focusing your effort on organizing your information. There is a video about how to outline for a speech as it is different than for an English class.
- 3) Make sure to cite sources aloud during the speech. There is a document in module 2 about verbally citing your information.
- 4) There are 2 options for the speech that is due on Monday at 6:00 pm. 1) give it in person, we will be on the Montgomery campus, Building G room 215 at 6 pm ready to start. We will leave when all the speeches have been given. 2) taping- then it is still due by 6 but will need to be uploaded by 6. This can take time, so allow plenty. Please read the syllabus in regards to this. I do give zeros if you do not follow the instructions- 8 adults clearly visible and all of that.
- 5) You are allowed a note-card- please type the info you want on the note card so it is easier to read. Please practice with the note-card!!!
- 6) Practice, practice, practice!!!!

Let me know if you have any questions,

[REDACTED]

PS- I have graded the topics for the pick a project and made comments. Please read them.

3 points of Speech

① Culture (see past page Chapter 1 + Module 1)

② Communication (Internal + External)
Discuss organizational hierarchy
(Show message flow w/ useful and)

③ Communication Effectiveness

Give tips on how to improve

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Course Offering

Business and Professional Communication SPCH 1021-XXXX

From:
[REDACTED]**From:**
"Karen Eriksen" <KEERIEG@lscs.net>**To:**
"Karen Eriksen" <KEERIEG@lscs.net>**Subject**

Organizational Speech

Good morning,

I want to make sure that each of you read the assignment sheet for this presentation. You have specific information you are supposed to cover. Your Main points are Culture, Communication and then Effectiveness of the communication. For culture look at the last page of chapter 1 and of course there are several articles about culture posted in module 1. Then look to see which of these indicators of culture are present in the company you are researching. Next, Communication is chapter 2- internal and external communication. This is a good place to discuss the organizational hierarchy of your company because you can show message flow upward, downward, etc... You may use other visual aids to illustrate the external communication if you choose. Last I want you to analyze the Effectiveness of the communication- what works and what doesn't. Give tips on how to help fix the problems.

Once again, make sure to watch the video on how to outline for a speech, in module 2, so that you follow the proper format.

Let me know if you have any questions.

Mrs. Eriksen

Research

All speeches require research so that the information you are giving is up to date and accurate. It is unethical to present information that is not current or could be misleading. Please read Chapter 12 for more information on researching and making sure the information is not only accurate but reliable.

It is time to research your topic. There are several ways you can go about this.

1. Go to the Library
2. Interview people
3. Google your topic-not!!!! If this is your idea of how to get accurate information then you have been misinformed. Random internet websites will not be allowed in this course. If you have a website that you think is appropriate you may e-mail me for approval. The website for the company you are investigating will of course be approved.
4. Go to the LCS-Montgomery library online- This is good for articles from newspapers, journals and magazines. They will even allow you to limit your searches to only full-text articles. You must have a Lone Star College System Library Card to use this free service. These can be any Library card form one of the following schools: Montgomery College, Tomball College, Cy-Fair College, North Harris College or Kingwood College. If you have a Montgomery College ID and have not activated the Library card you may call or go by to have it activated.

All of the speeches in this class will require sources. None of the speeches in this class will be opinion speeches. You must prove what you are talking about and cite sources.

EXAMPLE

Best Buy Business Organization Speech

Specific Purpose: To inform you how changing to attract a broader consumer market.

Introduction

- Atten. Getter I. First time I walked into Best Buy, I was looking for an iPod and was overwhelmed by all the electronics the store carried. Luckily, the employees were knowledgeable and were able to find me exactly what I was looking for. I remember thinking to myself "Wow, I want to work here one day!"
- Topic II. Today I will tell you about the Best Buy cooperation.
- Relate III. Many of you like staying up to date with technology and Best Buy is the store to go too.
- Cred. IV. I have been working at Best Buy for the past two years and have really enjoyed watching the improvements being made to better the business.
- Preview V. Tonight I will discuss the culture, communication and strengths and improvements of Best Buy.
- Transition: Now, let's talk about the culture Best Buy withholds.

Body of Speech

- Main point I. The culture of Best Buy.
- Sub-point A. First, the Best Buy motto "Having fun while being the best" enforced in employees.
- Sub-point B. Next, the Best Buy promise to customers.
- Sub-point C. Last, the hierarchy of Best Buy with Shawn Score as the president of US retail.
- Transition: Now that we have delved into the culture of Best Buy, let's talk about the communication this cooperation uses.
- Main point II. The communication Best Buy uses.
- Sub-point A. They have commercials advertising the "latest and greatest devices all in one place".
- Sub-point B. Best Buy has manager meeting where they discuss company issues and improvements.
- Sub-point C. Best Buy has customer surveys to allow customers to communicate their experience to the regional manager
- Transition: Last, let's take a look at the strengths of Best Buy as well as ways they can improve their communication.
- Main point III. There are many strengths of Best Buy but also some ways they can improve their communication.
- Sub-point A. Interdepartmental promotions to supervisors.
- Sub-point B. Store meetings so employees know changes in company
- Sub-point C. Improve on employee communication, expand storewide
- Transition: Let us conclude

Conclusion

Summary

I. We have discussed the Best Buy culture, communication of the company and the strengths and improvements Best Buy can make to help their organization.

Conc. Tht

II. Now that I have enlighten you about the organization of Best Buy, I want you to make Best Buy the only technology retail store that you buy electronics from and remember that employees are trained to "Have fun while being the best!"