

STEP ONE: Use the following rating scale to assess your level of competency on each skill
1 = needs improvement, 2 = average, 3 = above average, and 4 = exemplary.

	<i>Rating</i>		<i>Rating</i>
Public Speaking <ul style="list-style-type: none"> Organizing a presentation Speaking with confidence Speaking with clarity Being persuasive Speaking with enthusiasm and vitality 		Written <ul style="list-style-type: none"> Using proper grammar Spelling Preparing written reports Preparing brochures, memos Organizing documents for high impact Proofreading & editing 	
Meeting management <ul style="list-style-type: none"> Facilitating a meeting Leading brainstorming sessions Analyzing & commenting on the direction of the group process Clarifying expectations of group members Creating consensus Evaluating all group members' ideas 		Problem Solving & Strategy <ul style="list-style-type: none"> Creating communication strategy Selecting appropriate names for initiatives Solving communication problems Using proper problem solving techniques Selecting the appropriate channels Becoming comfortable with uncertainty 	
Research & Analysis <ul style="list-style-type: none"> Discerning underlying organizational problems Assessing communication practices Understanding implications of new technologies Analyzing audiences Collecting & evaluating research Researching markets & consumers 		Interpersonal <ul style="list-style-type: none"> Being appropriately assertive Adapting communication style to different people Listening constructively Managing conflicts Providing corrective feedback Focusing on understanding rather than evaluating Treating others with respect 	
Visual Information <ul style="list-style-type: none"> Creating advertising campaigns Selecting the proper visual images Creating proper visual images Managing information overload Developing persuasive images <hr/> Personal <ul style="list-style-type: none"> Repressing useless emotions & thoughts Listening to negative feedback Properly expressing disagreements with others Following through on group responsibilities 		Critical Thinking <ul style="list-style-type: none"> Providing proof for arguments (Can you prove it?) Discerning the implications of ideas (so what?) Developing action plans (What to do?) Discerning underlying assumptions (What are your assumptions?) Clarifying definitions of effectiveness (What is effectiveness?) Finding underlying patterns (What is the pattern?) Acting in an ethical manner (Is it ethical?) 	

STEP TWO: Personal Communication Skills Assessment

- 1. Rate your level of competency on each skill from the previous page.
- 2. Select three items that best capture your strengths.
- 3. Select the three most critical areas for improvement.
- 4. Complete the Summary Analysis form below based on your analysis of your skills.

Summary Analysis

In column one, list your three greatest strengths. In column two indicate how you could prove you possess that strength.

Strength	Proof

In column one list your three greatest areas of improvement. In column two indicate how you plan on improving and how you will monitor your progress.

Improvement Area	Action Plan & Monitoring