Personal Communication Skills Assessment

Personal growth occurs through thoughtful self-analysis. Use the following steps to get started:

- **Rate your level of competency on each skill listed on the following page.**
- Select three items that best capture your strengths.
- Select the three most critical areas for improvement.
- Complete the Summary Analysis form below based on your analysis of your skills.
- Construct a "class name card" that indicates your 3 areas of improvement.

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

- *Use the above areas of improvement to create your course "trading card"*
  Directions: 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.

	Rating		**Rating**
Public Speaking - Organizing a presentation - Telling the right stories - Speaking with confidence - Speaking with clarity - Being persuasive - Speaking with enthusiasm and vitality		**Written** - Using proper grammar - Spelling - Preparing written reports - Preparing brochures, memos - Organizing documents for high impact - Proofreading & editing	
Meeting management - Facilitating a meeting - Leading brainstorming sessions - Conducting a meeting without taking over - Analyzing & commenting on the direction of the group process - Clarifying expectations of group members - Creating consensus - Judiciously evaluating all group members' ideas		**Problem Solving & Strategy** - Creating communication strategy - Selecting appropriate names for initiatives - Solving communication problems - Using proper problem solving techniques - Selecting the appropriate channels - Becoming comfortable with uncertainty - Develop strategy to communicate organizational change	

Research & Analysis

- Discerning underlying organizational problems
- Assessing communication practices
- Understanding implications of new technologies
- Assessing personality types
- Analyzing audiences
- Collecting & evaluating research
- Researching markets & consumers

Interpersonal

- Being appropriately assertive
- Adapting communication style to different people
- Listening constructively
- Managing conflicts
- Managing others' expectations
- Conducting managerial interviews (selection, appraisal etc.)
- Providing corrective feedback
- Focusing on understanding rather than evaluating
- Treating others with respect

Visual Information

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Creating advertising campaigns

- Selecting the proper visual images
- Creating proper visual images
- Managing information overload
- Developing persuasive images

Personal

- Repressing useless emotions & thoughts
- Listening to negative feedback
- Properly expressing disagreements with others
- Following through on group responsibilities

Critical Thinking

- 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?)	