**COMMUNICATION – HOMEWORK: SESSION 6**

**Business Communication: Process and Product – 9th Edition**

**Mary Ellen Guffey and Dana Loewy; Cengage Learning 2018 (ISBN: 978-1-305-95796-1)**

**Chapter Thirteen: Proposals, Business Plans, and Formal Business Reports**

What is the definition of a proposal in business writing?

In what ways is a proposal similar to a persuasive sales message?

Identify and explain the six principle components of informal proposals.

What are the techniques you can use to make an introduction more persuasive?

Compare and contrast the goals of unsolicited and solicited proposals?

Which category of proposal, solicited or unsolicited, is more likely to succeed? Why?

In discussing plans for solving the problem, how much information should you reveal in the proposal?

How should the conclusion be written to connect with the reader?

Explain how the 3x3 Writing Process is applied in writing proposals.

Identify and explain the seven components of formal proposals.

What is a grant proposal?

What is a business plan? Why is it important?

Identify and explain the nine components of a business plan.

What is the role of a mission statement in your business plan?

Write a mission statement for your “business” as the CEO of You.

What is the purpose of an executive summary?

Visit the Small Business Administration (SBA) website, and review business plan advice. What is the one thing you learned in conducting this review that stands out?

What is a formal business report? How does it differ from a formal proposal?

**Chapter Fourteen: Business Presentations**

What do all business people have in common?

How do speaking and presentation skills impact your career potential?

What decision is most important in preparing for a presentation? Why?

What is the second key element in preparation?

Identify and define the four categories of audiences. How should you tailor your presentation to each?

Why is it important to know your audience?

Many speech experts recommend a repetitious, but effective plan for audience comprehension and retention. Outline the three-step plan below:

What are the three goals you should strive to accomplish in the introduction to your presentation?

Why is it important to appeal to listeners and involve them in your presentation right from the beginning?

How can you establish credibility? Why is it important?

What are the two principal ideas you should focus on in organizing the body of your presentation?

What are the three goals you should strive to achieve in summarizing the conclusion?

What are some key nonverbal tips to ensure that your verbal message resonates with your audience?

Identify and explain six uses of imagery to strengthen your presentation.

What is the purpose and impact of good visual aids in your presentation?

Share some effective delivery techniques for a successful presentation.

How can you control and reduce stage fright before, during, and after your presentation?

What is your perspective on team collaboration in making presentations? What are the pros and cons?

What are the best methods and things to consider?