



The Importance Of Communication in the Corporate Environment

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Agenda

- **About me**
- **First impressions**
- **Understanding your audience**
- **Written communication**
- **Presentations**
- **Verbal communication**
- **Summary**
- **Q & A**



About Me

- **Graduated from SE & MGT in April '06**
- **Accepted position as an "IT Specialist" two weeks after graduation**
- **Presently on assignment as an acquisition project manager**
 - Managing the Canadian portion of the IT integration of Ottawa-based Cognos into IBM
 - \$5.5 billion acquisition, 1,700 employees in Canada
 - Numerous management and executive updates on a weekly basis
 - Coordinating all IT areas as processes are merged
 - Responsible for interim solutions as we work towards the long-term plan
 - "Put out fires" as needed
 - **Good communication is vital in my role**



First Impressions

- **How many noticed the typo on the title slide?**
- **How real do you think the impact of a poor first impression is?**
- **Real examples**
 - Senior PM who can't attach files or schedule meetings correctly
 - New student who spells names incorrectly
 - Resumes I have read

Understanding Your Audience

- **#1 rule in marketing: know your target demographic**
 - Ads during a Raptors game vs. during Oprah

- **Communicating is the same**
 - You must tailor your communication to the person it's aimed at

- **Example:**
 - Student (developer) presenting new automated reporting capabilities to a manager

Written Communication: E-Mail

- **In the globally diverse world, e-mail is the primary form of communication**
- **Your reputation can be positively or negatively impacted by your e-mails**
- **Some tips:**
 - Get to the point
 - Never send an e-mail when emotional
 - Watch your tone
 - “I am fully aware of ...”
 - Remember, e-mail can be forwarded to anyone
 - Read and re-read before you send
 - Spell check



Examples of Poor E-Mail

- **Example #1**

- Subject: Dentist Appointment
- Body:
Hey Team,

My son has a dentist appointment in the morning and will be back to office around noon time.

Thanks!

- **Example #2**

- Subject: Vacation day Friday August 22, Intel team my back up (OEM)



Written Communication - Reports

- **At school, mistakes can cost you a few marks**
- **At work, mistakes can cost a lot more than that**

- **From the course outline:**

You will advance to managerial positions based on your communication skills; yes, you must be proficient and competent in your metier, but you will be overlooked if you are unable to express yourself well.

- **100% True!!!**

- **You may be the best developer but you will sell yourself short if you can't communicate that effectively**

Example of a Poor Project Summary

A pilot was conducted to test install I5/OS on a JS22 IBM BladeCenter was completed successfully. The test results showed similar performance status comparing with an I5/OS LPAR on I5 9406-570 hardware. The BladeCenter technology could be used to consolidate existing iSeries hardware or fulfill future hardware requirement. One BladeCenter with 14 blades could host 14-42 functional I5/OS LPARs which results in 150 K dollars saving over using I5-570 hardware and it could save about 20 Kva in power consumption, 5.6 tons of cooling, and about 10 square meter in heavy lab floor space.

- **Cost of this (and other similar summaries by the same person)?**

Example of Being Unnecessarily Wordy

- **Original:**
 - This speed of execution enabled a very aggressive development schedule to successfully execute on the project deliverables.
- **Improved version:**
 - This speed of execution enabled the compiler team to successfully meet a very aggressive development schedule.

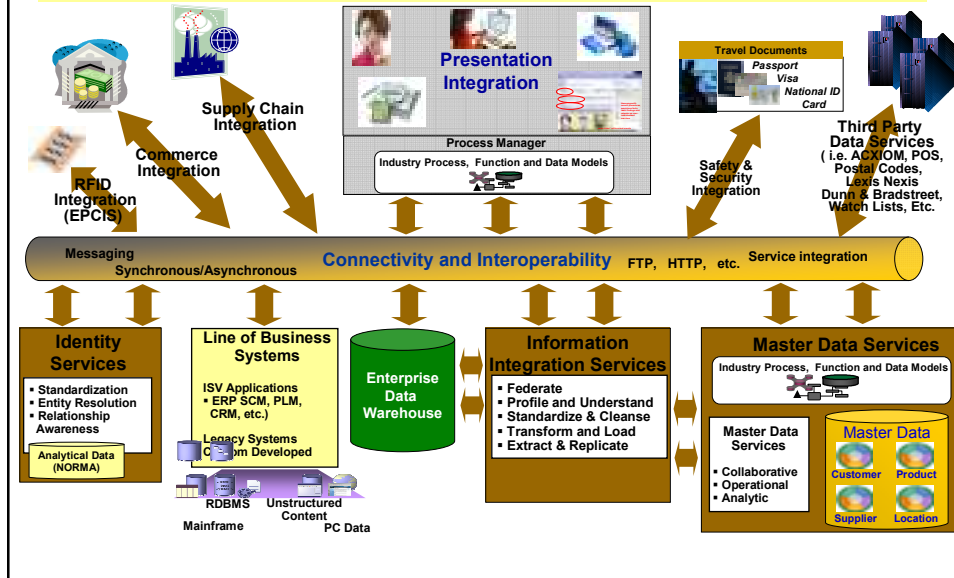
Presentations

- **A presentation is a vehicle to share information to gain some outcome**
 - Sell a product, get some marks, get noticed by management, to teach, etc.
- **Understand your target audience**
 - Executive presentation vs. student presentation
- **Attention to detail is vital**
- **Avoid fancy animations**
 - Personal example
- **Avoid clutter**
- **Be professional**

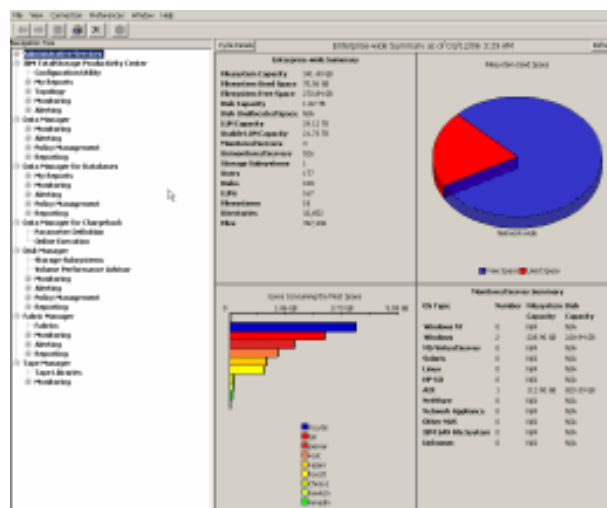
Something to cheer up
your day



Master Data Management Architecture Overview



The Importance of Communication in the Corporate Environment





Verbal Communication

- **Stating the obvious...**
 - Know your target audience
 - Avoid slang
 - Avoid inside jokes
 - Get to the point
 - “Well, umm, as you can see on the slide...”
 - “I personally feel that the results were different than the desired results by a fairly large margin and that there is the potential for some significantly large impact to sales



Summary

- **Communication is important**

- **Keep it simple**
- **Stay consistent**
- **Take your time when preparing communications**
- **Know your audience**
- **Attention to detail**

Questions/Comments?

- **About communication?**
- **About internship/co-op placements?**
- **About IBM?**
- **About anything else???**