

Preparation Outline # 4: Persuasive-Belief

by

Student's Name

Specific Purpose: I want the audience to believe that the ability to communicate effectively is important to their success on the job.

Thesis Sentence: The ability to communicate effectively is important to your success on the job.

Introduction

Gain the attention of the audience, build your credibility if necessary, and get the audience ready to hear the rest of the speech.

Body

- I. Almost everyone communicates at work.
  - A. Managers believe that oral communication ability is the most important factor in hiring decisions.
  - B. Workers in technical fields such as accounting need to be able to communicate the results of their work to people who are not technicians.
  - C. Even the most basic level of supervision requires that first line supervisors communicate with rank-and-file employees in order to get the job done.
- II. People are rewarded for effective communication on the job.
  - A. The ability to communicate is the most important factor in promoting executives on the job.
  - B. When technicians are promoted into supervisory and management positions, their technical ability must be complemented by the ability to communicate.
  - D. There is a category of employees which is solely devoted to effective communication on the job.
    - 1. public information officers
    - 2. public relations officers

- III. Workers need to choose which channels to use to communicate most effectively on the job.
- A. Face-to-face communication is important for important projects.
  - B. Teleconferencing can be used when the communicators are physically located at different locations.
  - C. Communicating by telephone can provide for immediate contact with another person.
  - D. The telephone can also be used to leave messages on voice mail.
  - E. Email is good for providing documentation for communication.

### Conclusion

Realistically speaking, almost all workers communicate on the job. Workers are rewarded for effective communication on the job; some workers are even promoted due to their ability to communicate effectively on the job. , focus the audience's thinking on your topic, and leave them in the proper mood.

### Bibliography

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