

CAREER READY PRACTICE



#4 Communicate Clearly, Effectively, and with Reason

Career-ready individuals communicate thoughts, ideas, and action plans with clarity, whether using written, verbal, and/or visual methods. They communicate in the workplace with clarity and purpose to make maximum use of their own and others' time. They are excellent writers; they master conventions, word choice and organization and use effective tone and presentation skills to articulate ideas. They are skilled at interacting with others; they are active listeners and speak clearly and with purpose. Career-ready individuals think about the audience for their communication and prepare accordingly to ensure the desired outcome.

| Individual Competencies | 4 Exceeds Competency | 3 Meets Competency | 2 Approaching Competency | 1 Not Yet Reached Competency | Keyword(s) | Points Given |
|---|---|--|--|---|------------------------------------|--------------|
| Use communication to inform, instruct, motivate, and persuade. | Effectively uses communication to inform, instruct, motivate, and persuade. | Uses communication to inform, instruct, motivate, and persuade. | Communicates only to inform or instruct. | Communicates only to inform and does not demonstrate communication for other purposes. | Communicating well | |
| Articulate thoughts and ideas effectively using oral, written, and nonverbal communication skills in a variety of forms and contexts. | Works creatively to craft and present a comprehensive presentation that uses both verbal and nonverbal communication. | Communicates thoughts and ideas by crafting and presenting a presentation using both verbal and nonverbal communication. | Creates a presentation but does not effectively address/communicate using both verbal and nonverbal communication. | Either creates a presentation but does not present, or fails to complete the presentation, thus does not communicate using both verbal and nonverbal communication. | Communicating through presentation | |
| Develop, implement, and communicate new ideas to others effectively. | Develops, implements, and communicates new ideas to others effectively in a variety of conditions. | Develops, implements, and communicates new ideas to others effectively. | Develops, implements, and attempts to communicate new ideas to others. | Develops new ideas, but does not effectively implement or communicate ideas with others. | Communicating new ideas | |

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|---|---|--|--|---|---|
| <p>Know when it is appropriate to listen and when to speak.</p> | <p>While engaged in conversations/discussions, consistently understands when it is appropriate to effectively speak and when it is appropriate to listen.</p> | <p>While engaged in conversations/discussions, understands when it is appropriate to speak and when it is appropriate to listen.</p> | <p>At times, speaks when it is not appropriate and does not listen when it is appropriate.</p> | <p>Often needs to be reminded of appropriate times to speak and appropriate times to listen.</p> | <p>Timely listening/speaking</p> |
| <p>Listen effectively to decipher meaning of a message.</p> | <p>Thoughtfully and consistently listen to and reflect on the information and intentions of the message.</p> | <p>Effectively listen to and reflect on the information and intentions of the message.</p> | <p>Attempts to listen to the message and reflect on the meaning of the message, but misses key information or intentions of the message.</p> | <p>Does not listen to the message and demonstrates the misunderstanding by not reflecting on the meaning.</p> | <p>Listening well</p> |
| <p>Use technology as a tool to research, organize, evaluate, and communicate information.</p> | <p>Effectively and consistently applies the use and understanding of technology as a tool for learning and communicating the learning.</p> | <p>Effectively utilize technology as a tool for communication.</p> | <p>Uses technology to collect, organize, evaluate, and/or communicate information, but does not do so on a consistent basis.</p> | <p>Does not use technology effectively to collect, organize, evaluate, and/or communicate information.</p> | <p>Communicating with technology</p> |
| <p>Understand both how and why messages are constructed and used in written form.</p> | <p>Effectively and consistently creates written messages which communicate the correct intent for multiple purposes.</p> | <p>Effectively uses and creates written messages to communicate in various situations.</p> | <p>Can create an adequate written message, but does not understand how to use it to its maximum effect.</p> | <p>Attempts to create a written message, but fails to do so effectively or in a timely manner.</p> | <p>Communicating through written form</p> |

TOTAL POINTS GIVEN: ____/7= ____ SCORE