# Types of communication **Communications** Unit MIDDLE SCHOOL OR HIGH SCHOOL

Five (5) Basic Communication **Process Lessons** aligned with the **National Business Education Association's** (NBEA) standards

Includes a **Lesson Library** to make the activities **Easy-to-Find** 



#### NO PREP!

BUSINESS EDUCATION WITH Denise Leigh

## WHY IS THIS COMMUNICATIONS UNIT SO GREAT?

Designed by an educator with **30 years** experience.



- **Aligned** to the National Business Education  $\checkmark$ Association (NBEA) standards.
- All NBEA standards are cross-walked with the appropriate lesson.





## Includes a LESSON LIBRARY to keep you organized

		Student Copy	Teacher's Key	Expected Time/Pacing	National Business Educatio Standar
•		* <u>7 C's of Effective</u> Communication	7 C's of effective communication Teacher's Key	30-35 mins	<b>Basic Communic</b> <b>Level 3 Performanc</b> 7. Gather necessary information to concise message 8. Determine whether to organize of 9. Specify desired outcome of the 10. Identify primary and secondary 11. Determine audience benefits 12. Adopt the message for the audi
		* <u>12 Types of</u> Communication	<u>12 types of</u> communication <u>Teacher's Key</u>	30 mins	
	Basic Communication Process- Types of	* <u>Grapevine</u> <u>Communication</u> in the workplace <u>Class Activity using</u> <u>grapevine</u> <u>communication</u>	the Workplace Teacher's Key ing	20 mins	
	Communication	<u>Types of</u> <u>Communication in</u> <u>the Workplace</u>	<u>Types of</u> <u>Communication in</u> <u>the Workplace</u> <u>Teacher's Key</u>	40 mins	<ul><li>13. Evaluate the message to ensure</li><li>14. Use feedback to enhance commendation</li><li>16. Determine Grapevine and discussion</li><li>effects of Grapevine</li></ul>
	Professional Communication & Careers→	Elevator Speech/Pitch-Spoken Communication-have students present their slide.	No teacher's key or student example for this resource	30 mins	Level 4 Performance 24. Use the "grapevine" effectively

\* indicates that the resource is recommended to be taught using the student-led instruction strategy to allow students to practice their verbal communications skills. Emphasize to students that they speak clearly, slowly, precisely, and loud enough for all to hear. I give 'classroom communication and participation' grades for each student as speaking out in class (and being part of the discussion) is an important part of the learning process in a communication class...(or really any class)

For a demonstration of this instructional strategy, CLICK HERE

### **Google Docs & Google Slides format or <u><b>EASILY** convert to Microsoft Word & PowerPoint</u>

ion Association (NBEA) rds

#### cation Process

#### nce Expectations

o ensure a complete and

content directly or indirectly e message v audiences

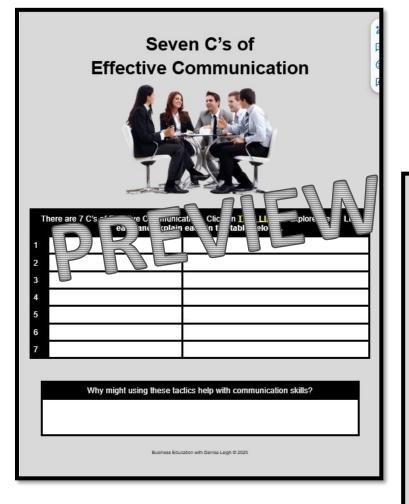
dience needs ure it meets the purpose nmunication process cuss the positive and negative

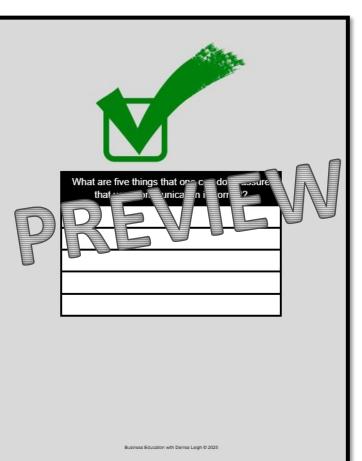
#### ce Expectations

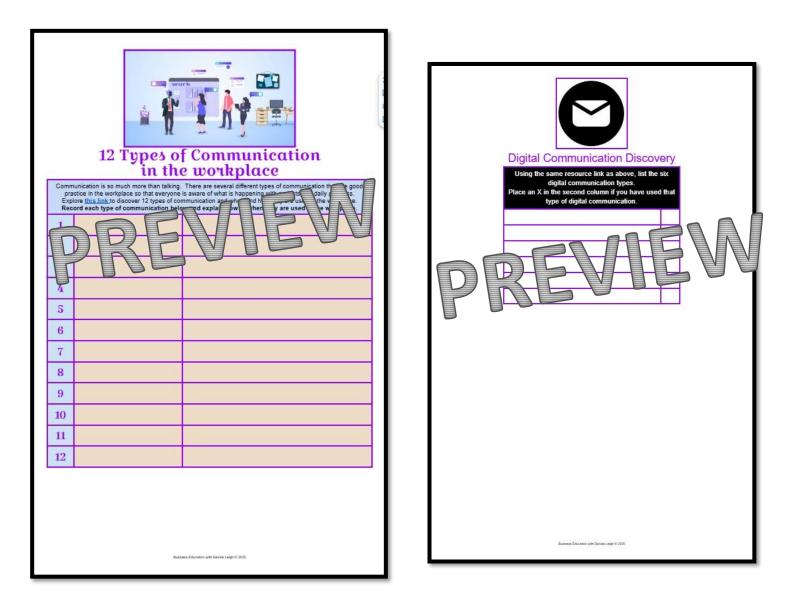


## 7 C's of Effective Communication

# **12 Types of** Communication



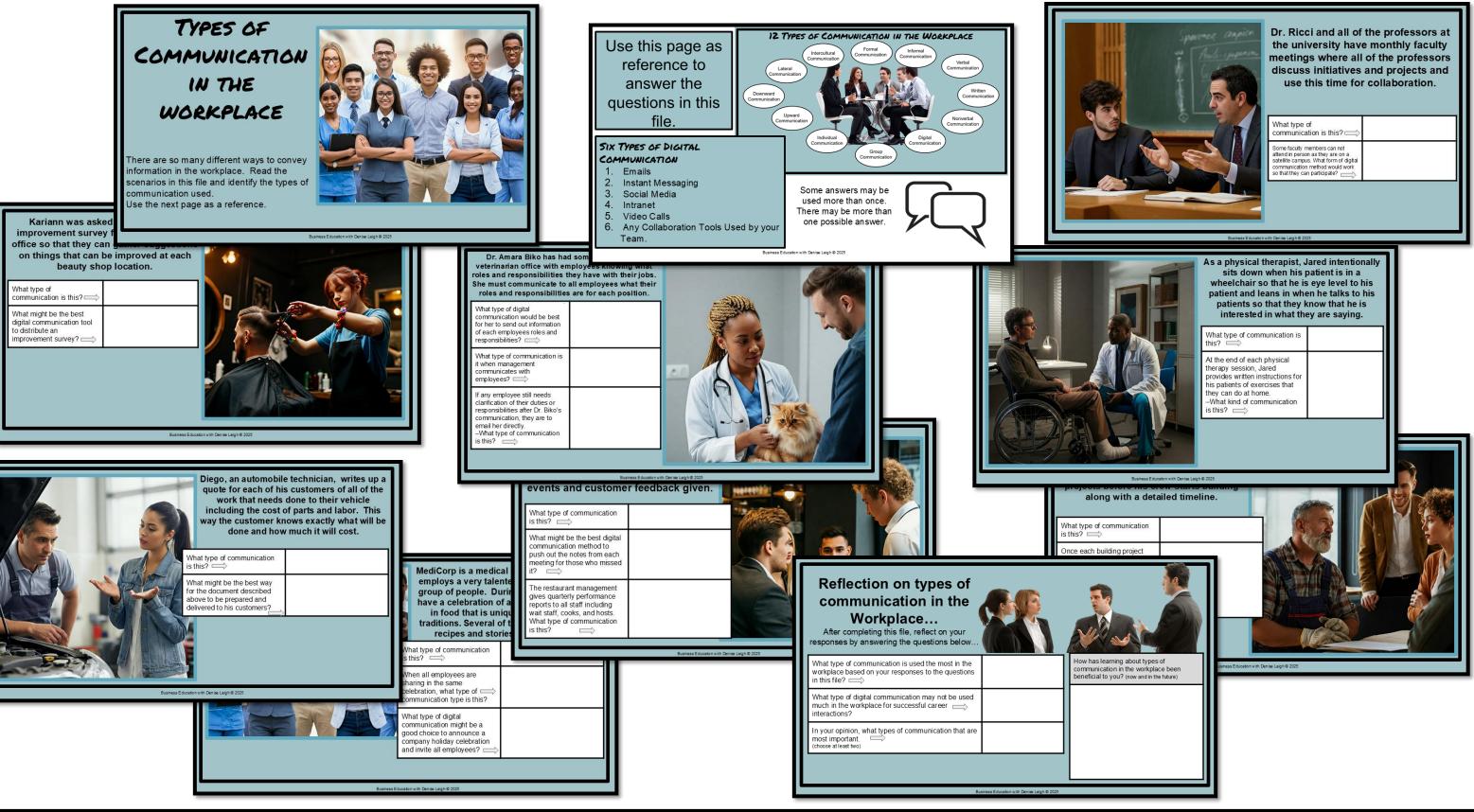




### **30-35** Minutes **Teaching Duration**

### **30 Minutes Teaching Duration**

# Types of Communication in the Workplace

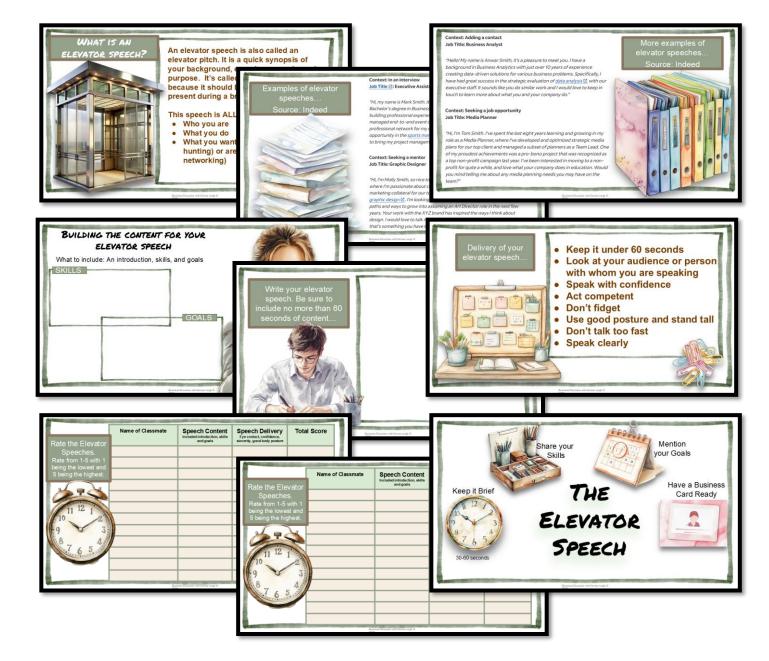


#### **40 Minutes Teaching Duration**

What type of communication is this?	
Some faculty members can not attend in person as they are on a satellite campus. What form of digital communication method would work so that they can participate?	

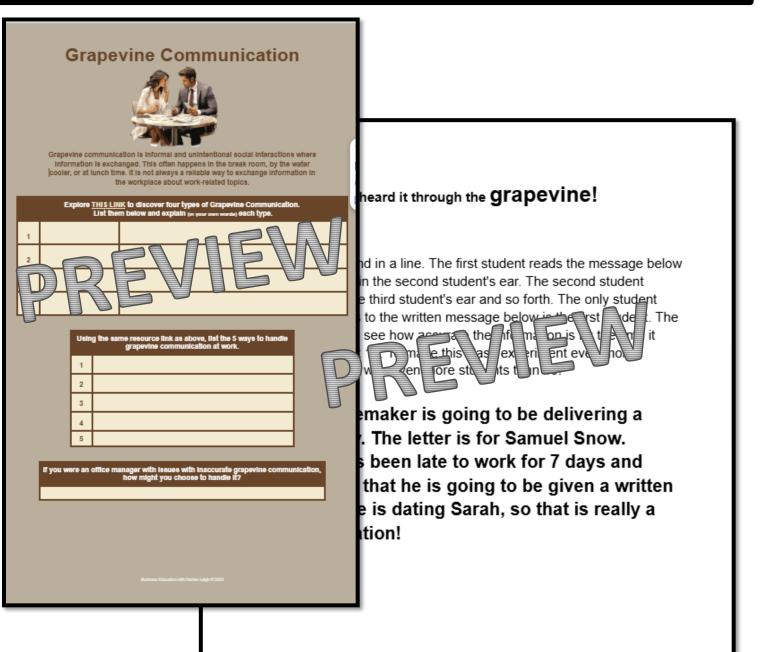
## Grapevine Communication & Classroom Activity

# **Elevator Speech/Pitch**



# Students learn what an 'elevator pitch' is and create one for themselves.

**30 Minutes Teaching Duration** 



#### **30 Minutes Total Teaching Duration**

# Business Communications Semester Course Bundle MIDDLE SCHOOL OR HIGH SCHOOL

A FULL Semester Bundle aligned with the National Business Education Association's (NBEA) Standards

Includes a Lesson Library to make the activities Easy-to-Find



This UNIT is included in my **Business** Communication Semester **Course Bundle** 



BUSINESS EDUCATION WITH Denise Leigh

Hi! My name is Denise Leigh. I have been teaching Business
Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania
Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam!
Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative<sup>™</sup> Project-Based Business Education (PBL) Classroom.



