

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.
- ✓ **NO PREP** lessons that are **ENGAGING**.
- ✓ **Aligned** to the National Business Education Association (NBEA) standards.
- ✓ All NBEA standards are **cross-walked** with the appropriate lesson.
- ✓ Great for Middle School, High School & Higher Ed

Includes a **LESSON LIBRARY** to keep you organized



Basic Communication Process- Types of Communication

Professional Communication & Careers →

Student Copy	Teacher's Key	Expected Time/Pacing	National Business Education Association (NBEA) Standards
* 7 C's of Effective Communication	7 C's of effective communication Teacher's Key	30-35 mins	<p>Basic Communication Process</p> <p>Level 3 Performance Expectations</p> <p>7. Gather necessary information to ensure a complete and concise message</p> <p>8. Determine whether to organize content directly or indirectly</p> <p>9. Specify desired outcome of the message</p> <p>10. Identify primary and secondary audiences</p> <p>11. Determine audience benefits</p> <p>12. Adopt the message for the audience needs</p> <p>13. Evaluate the message to ensure it meets the purpose</p> <p>14. Use feedback to enhance communication process</p> <p>16. Determine Grapevine and discuss the positive and negative effects of Grapevine</p> <p>Level 4 Performance Expectations</p> <p>24. Use the "grapevine" effectively</p>
* 12 Types of Communication	12 types of communication Teacher's Key	30 mins	
* Grapevine Communication in the workplace ----- Class Activity using grapevine communication	Grapevine Communication in the Workplace Teacher's Key N/A	20 mins	
Types of Communication in the Workplace	Types of Communication in the Workplace Teacher's Key	40 mins	
Elevator Speech/Pitch-Spoken Communication -have students present their slide.	No teacher's key or student example for this resource	30 mins	


A * 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 **EASILY** convert to Microsoft Word & PowerPoint

7 C's of Effective Communication

Seven C's of Effective Communication




There are 7 C's of Effective Communication. Click on the link below to explore each one and explain each in your own words.

1	
2	
3	
4	
5	
6	
7	

Why might using these tactics help with communication skills?

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What are five things that one can do to ensure that communication is more effective?

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30-35 Minutes
Teaching Duration

12 Types of Communication

12 Types of Communication in the workplace




Communication is so much more than talking. There are several different types of communication that are good practice in the workplace so that everyone is aware of what is happening with the business on a daily basis. Explore [this link](#) to discover 12 types of communication and what and how they are used in the workplace. Record each type of communication below and explain how and when they are used in the workplace.

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	

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30 Minutes
Teaching Duration



Digital Communication Discovery

Using the same resource link as above, list the six digital communication types. Place an X in the second column if you have used that type of digital communication.

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Types of Communication in the Workplace

TYPES OF COMMUNICATION IN THE WORKPLACE



There are so many different ways to convey information in the workplace. Read the scenarios in this file and identify the types of communication used. Use the next page as a reference.

Use this page as reference to answer the questions in this file.



SIX TYPES OF DIGITAL COMMUNICATION

1. Emails
2. Instant Messaging
3. Social Media
4. Intranet
5. Video Calls
6. Any Collaboration Tools Used by your Team.

Some answers may be used more than once. There may be more than one possible answer.



Dr. Ricci and all of the professors at the university have monthly faculty meetings where all of the professors discuss initiatives and projects and use this time for collaboration.

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? =>	

Kariann was asked to improve survey for office so that they can on things that can be improved at each beauty shop location.

What type of communication is this? =>	
What might be the best digital communication tool to distribute an improvement survey? =>	



Dr. Amara Biko has had some veterinarian office with employees knowing what roles and responsibilities they have with their jobs. She must communicate to all employees what their roles and responsibilities are for each position.

What type of digital communication would be best for her to send out information of each employees roles and responsibilities? =>	
What type of communication is it when management communicates with employees? =>	
If any employee still needs clarification of their duties or responsibilities after Dr. Biko's communication, they are to email her directly. --What type of communication is this? =>	



As a physical therapist, Jared intentionally sits down when his patient is in a wheelchair so that he is eye level to his patient and leans in when he talks to his patients so that they know that he is interested in what they are saying.

What type of communication is this? =>	
At the end of each physical therapy session, Jared provides written instructions for his patients of exercises that they can do at home. --What kind of communication is this? =>	



Diego, an automobile technician, writes up a quote for each of his customers of all of the work that needs done to their vehicle including the cost of parts and labor. This way the customer knows exactly what will be done and how much it will cost.

What type of communication is this? =>	
What might be the best way for the document described above to be prepared and delivered to his customers? =>	

events and customer feedback given.

What type of communication is this? =>	
What might be the best digital communication method to push out the notes from each meeting for those who missed it? =>	
The restaurant management gives quarterly performance reports to all staff including wait staff, cooks, and hosts. What type of communication is this? =>	



MediCorp is a medical employs a very talented group of people. During have a celebration of a in food that is unique traditions. Several of t recipes and stories

What type of communication is this? =>	
When all employees are sharing in the same celebration, what type of communication type is this? =>	
What type of digital communication might be a good choice to announce a company holiday celebration and invite all employees? =>	

Reflection on types of communication in the Workplace...

After completing this file, reflect on your responses by answering the questions below...

What type of communication is used the most in the workplace based on your responses to the questions in this file? =>	
What type of digital communication may not be used much in the workplace for successful career interactions? =>	
In your opinion, what types of communication that are most important. (choose at least two) =>	



How has learning about types of communication in the workplace been beneficial to you? (now and in the future)

--




projects before his own starts during along with a detailed timeline.

What type of communication is this? =>	
Once each building project	

40 Minutes Teaching Duration

Grapevine Communication & Classroom Activity

Grapevine Communication



Grapevine communication is informal and unintentional social interactions where information is exchanged. This often happens in the break room, by the water cooler, or at lunch time. It is not always a reliable way to exchange information in the workplace about work-related topics.

Explore [THIS LINK](#) to discover four types of Grapevine Communication. List them below and explain (in your own words) each type.

1	
2	

Using the same resource link as above, list the 5 ways to handle grapevine communication at work.

1	
2	
3	
4	
5	

If you were an office manager with issues with inaccurate grapevine communication, how might you choose to handle it?

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heard it through the grapevine!

and in a line. The first student reads the message below in the second student's ear. The second student reads the third student's ear and so forth. The only student who sees the written message below is the first student. The second student sees how accurate the information is, then they make this as an experiment even though we know more students than...

maker is going to be delivering a message. The letter is for Samuel Snow. He has been late to work for 7 days and that he is going to be given a written warning. He is dating Sarah, so that is really a problem!

30 Minutes Total Teaching Duration

Elevator Speech/Pitch

WHAT IS AN ELEVATOR SPEECH?

An elevator speech is also called an elevator pitch. It is a quick synopsis of your background, skills, and goals. It's called an elevator speech because it should be presented during a brief conversation (like an elevator ride).

Examples of elevator speeches...
Source: Indeed

- Who you are
- What you do
- What you want (job hunting) or are looking for (networking)

BUILDING THE CONTENT FOR YOUR ELEVATOR SPEECH

What to include: An introduction, skills, and goals

SKILLS

GOALS

Write your elevator speech. Be sure to include no more than 60 seconds of content...

Delivery of your elevator speech...

- Keep it under 60 seconds
- Look at your audience or person with whom you are speaking
- Speak with confidence
- Act competent
- Don't fidget
- Use good posture and stand tall
- Don't talk too fast
- Speak clearly

Rate the Elevator Speeches.
Rate from 1-5 with 1 being the lowest and 5 being the highest.

Name of Classmate	Speech Content Included introduction, skills, and goals	Speech Delivery Eye contact, confidence, sincerity, good body posture	Total Score

Rate the Elevator Speeches.
Rate from 1-5 with 1 being the lowest and 5 being the highest.

Name of Classmate	Speech Content Included introduction, skills, and goals

THE ELEVATOR SPEECH

- Share your Skills
- Mention your Goals
- Have a Business Card Ready
- Keep it Brief (30-60 seconds)

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

30 Minutes Teaching Duration

Business Communications Semester Course Bundle

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**A FULL Semester
Bundle aligned with
the National Business
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Standards**

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NO PREP!

BUSINESS EDUCATION WITH *Denise Leigh*

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

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™ Project-Based Business Education (PBL) Classroom.

