

Guide to Videos for Business Communication

Prepared by Maria Schellhase, D.B.A.
College of Southern Nevada

Suggested Category	Link	Discussion Questions
Business Communication	3	
Communication in the Workplace	https://www.youtube.com/watch?v=zMUSEYR80E8	<ol style="list-style-type: none"> 1. Why do you believe that communication is vital to the success of every business organization? 2. How does your understanding of the communication process help you in conducting business more effectively? 3. What are the non-verbal signals that affect communication in a business setting? 4. Do you believe you are an effective communicator? What are your greatest strengths as well as an area(s) for improvement?
Jeffrey Pfeffer: How to Win Power and Influence People	https://www.youtube.com/watch?v=JWjdQgRiG28	<ol style="list-style-type: none"> 1. Who would be a part of your personal board of directors? 2. What are your strengths and weaknesses? (if you do not know ask the people you named above). 3. Identify influence tactics you would feel most comfortable with as leader of a study group? Of a work team?
Six Keys to Leading Positive Change	https://www.youtube.com/watch?v=owU5aTNPJbs	<ol style="list-style-type: none"> 1. How will you use your power of voice to become a more effective leader? Shape agendas? Framing issues for others? Influence people?
Business Writing	1	
Business Writing Skills	https://www.youtube.com/watch?v=E4OqrNMczKU	<ol style="list-style-type: none"> 1. Why is it essential to improve upon our writing skills in a business environment?

Guide to Videos for Business Communication

Prepared by Maria Schellhase, D.B.A.
College of Southern Nevada

		<p>2. What is your biggest challenge when writing? Content, tone, or grammar?</p> <p>3. Briefly discuss what you learned from the attached video and how you will apply the advice after this class has ended.</p>
Career Planning	1	
Say goodbye to career planning: Tim Clark at TEDxPlainpalais	https://www.youtube.com/watch?v=JJsuWB3LQ_o	<p>1. Explain how career planning has changed over time</p> <p>2. What can you do specifically to improve your career planning strategy?</p>
Collaboration/Teams	2	
Michelin Empowering Organizations	https://www.youtube.com/watch?v=8dTfgnkmJGs	<p>1. In your opinion, what is the best way to motivate a team or individual who reports to you?</p> <p>2. Provide an example of an extrinsic reward?</p> <p>3. Provide an example of an intrinsic reward?</p> <p>4. What motivates you on the job?</p>
Tom Wujec: Build a Tower, Build a Team	https://www.youtube.com/watch?v=HO_yKBitO8M	<p>Discuss the relationship between team cohesiveness and performance. As a leader, can you think of specific ways you would encourage norms of cohesiveness and collaboration?</p> <p>What are your thoughts about the video and what are your "take-aways" from the message?</p>
Communication	3	
What Makes a Word Real?	http://www.ted.com/talks/anne_curzan_what_makes_a_word_real	<p>1. In your opinion, what makes a word real?</p>

Guide to Videos for Business Communication

Prepared by Maria Schellhase, D.B.A.
College of Southern Nevada

		<p>2. Does your word selection change from a personal/professional setting, why?</p> <p>3. Do you think that our routine "slang" usage negatively affects our ability to communicate effectively?</p>
Negotiation Case Study	https://www.youtube.com/watch?v=BAODParCiww	<p>1. After watching the video, discuss the tips you may use in the future when negotiating?</p> <p>2. What did Tom do that persuaded his boss to at least test or consider his proposal regarding flextime?</p>
Developing an Audience Profile	https://www.youtube.com/watch?v=tqBHOmi8-ao	<p>1. Discuss how the six steps for developing an audience profile (as discussed in your textbook) can help you be prepared for an upcoming business presentation.</p> <p>2. Why is it important for an individual to develop an audience profile prior to presenting to an audience?</p> <p>3. Is it essential to incorporate visuals to produce an effective presentation? Why or why not?</p>
Crisis Communication	1	
Conflict Resolution and Negotiation	https://www.youtube.com/watch?v=6xCKhV7zhuw	<p>1. Describe a time when you experienced a conflict with a co-worker, boss, or family member.</p> <p>2. How did you deal with the conflict?</p>

Guide to Videos for Business Communication

Prepared by Maria Schellhase, D.B.A.
College of Southern Nevada

		<p>3. Briefly discuss what you learned from the attached video.</p> <p>4. Since conflict at the workplace often involves negotiation, what can you take from the video to assist you in developing a strategy to resolve issues as they arise?</p>
Ethics and Laws	4	
How to Spot a Liar	https://www.youtube.com/watch?v=P_6vDLq64gE	<p>1. Why, in your opinion, is being able to spot a lie valuable in the workplace?</p> <p>2. In your opinion, are we as a society losing our ability to spot a liar because of the movement towards social media?</p> <p>3. Describe how you will use the information presented in this video personally and/or professionally.</p>
Creating an Ethical Culture in Business	https://www.youtube.com/watch?v=wzicXbnmllc	<p>1. Why do you believe so much corruption exists in business?</p> <p>2. If you discover corruption or unethical behavior within your department, what would you do? Explain.</p> <p>3. Why is doing the 'right thing' so difficult?</p>
Building Business on Character	https://www.youtube.com/watch?v=M6fGTz1hok0	<p>1. Define what character means to you. What does it look like from the outside looking in?</p> <p>2. Do you believe that the success of the world is contingent on character?</p>

Guide to Videos for Business Communication

Prepared by Maria Schellhase, D.B.A.
College of Southern Nevada

The Office (Ethics)	https://www.youtube.com/watch?v=vstg5c3c3g8	<ol style="list-style-type: none"> 1. Describe what do you do if you see another employee acting unethically in the workplace? 2. If you had your own company, what would you include in your organization's Code of Conduct?
Etiquette/Netiquette	1	
	https://www.youtube.com/watch?v=JJQcKqKH6QE	<ol style="list-style-type: none"> 1. List three tips listed within the video that you can apply professionally to avoid embarrassing etiquette violations.
Feedback	1	
Giving & Receiving	https://www.youtube.com/watch?v=ld_uG8Djdsc	<ol style="list-style-type: none"> 1. What are the advantages of feedback? 2. List some potential disadvantages of feedback. 3. Describe the most effective way to receive feedback from others. 4. Why do you believe people get defensive when receiving feedback?
Intercultural Diversity	1	
Multiculturalism in the Modern World: Jen Holladay	https://www.youtube.com/watch?v=U5rKgDOs33U	<ol style="list-style-type: none"> 1. Explain how multiculturalism adds value to an organization?

Guide to Videos for Business Communication

Prepared by Maria Schellhase, D.B.A.
College of Southern Nevada

		2. Describe the challenges in dealing with multiculturalism in the workplace.
Interpersonal Communication	1	
How to Connect with Powerful and Influential People	https://www.youtube.com/watch?v=PDmOgLabl_M	<ol style="list-style-type: none"> 1. What steps are you currently taking to increase your network? 2. Describe what you learned after watching the attached video. 3. Explain how developing a strong network of influential people can ultimately help you achieve your goals.
Job Interviews	1	
The Interview	https://www.youtube.com/watch?v=CeA226lWn9o	<ol style="list-style-type: none"> 1. What is your reply? (provide example) 2. How would you use the advice in the video to amend your original response? (provide example) 3. How would you turn around the question to focus on the positive (provide example)
Listening Skills	1	
5 Ways to Listen Better	https://www.youtube.com/watch?v=cSohjlYQI2A	<ol style="list-style-type: none"> 1. How important is effective listening in a business setting? Explain? 2. If a leader/manager is not an effective listener, what could their inability to listen negatively affect? 3. What did you take away from the video and what one thing can you improve upon to improve your listening skills?
Mobile Devices	1	

Guide to Videos for Business Communication

Prepared by Maria Schellhase, D.B.A.
College of Southern Nevada

(Txting is Killing Language. JK!)	http://www.ted.com/playlists/117/words_words_words	<ol style="list-style-type: none"> 1. After watching this video, have your thoughts about text messaging changes? Explain. 2. In a business setting, do you believe text message is acceptable? Why or why not? 3. Provide examples regarding when text messaging may be appropriate in a business setting.
Negative Messages	1	
Steven Gaffney's "Keys to Delivering Bad News"	https://www.youtube.com/watch?v=BaZ37xpCyfl	<ol style="list-style-type: none"> 1. You are a department manager tasked with delivering bad news to a large number of employees within your department. More specifically, you need to lay off employees. Describe your strategy for moving forward with the task?
Nonverbal Communication	4	
Body Language – (What Your Body Language Says About You)	https://www.youtube.com/watch?v=Ks-_Mh1QhMc	<ol style="list-style-type: none"> 1. What types of communication would be most effective in persuading groups in an organization? Why? 2. Discuss the similarities and differences of verbal and non-verbal communication. 3. Describe what you learned from watching the attached video? Will what you learned change your existing behavior?
Non-Verbal Communication - The Documentary	https://www.youtube.com/watch?v=Kc2yRqat7q	<ol style="list-style-type: none"> 1. How can non-verbal cues negatively affect your ability to land the promotion you always wanted or the job of your dreams?

Guide to Videos for Business Communication

Prepared by Maria Schellhase, D.B.A.
College of Southern Nevada

		2. Provide three examples of non-verbal cues and an explanation regarding what messages these cues send to an observer.
The Importance of Nonverbal Cues as told by "Friends"	https://www.youtube.com/watch?v=OvEci5Bjgd4	<p>1. Are non-verbal cues any less important than verbal cues when watching a movie or a television show?</p> <p>2. What do non-verbal cues tell us that communicating in writing or verbally does not?</p>
Body Language Documentary	https://www.youtube.com/watch?v=AYWuVUH0J5Y	<p>1. If you had to guess what percentage of our communication is non-verbal what would that number be? Explain your rationale.</p> <p>2. Describe what you learned from the video. How can you apply what you learned professionally? Personally?</p>
Office Technology	2	
Video Conferencing (A Conference in Real Time)	https://www.youtube.com/watch?v=DYu_bGbZiiQ	If you are the leader a virtual meeting, what steps can take do to ensure that the problems that occurred during the meeting in the video do not occur during your meeting?
PowerPoint (Death by Powerpoint)	https://www.youtube.com/watch?v=MjcO2ExtHso	After watching the attached video, list 3 things we can do to AVOID death by Powerpoint?
Organizational Communication	2	
What is Organizational Communication?	https://www.youtube.com/watch?v=e5oXyglGMuY	<p>What can you do to ensure that you are communicating effectively with your team?</p> <p>How would you use communication to influence and persuade your team?</p>

Guide to Videos for Business Communication

Prepared by Maria Schellhase, D.B.A.
College of Southern Nevada

		<p>What communication channel would you use to communicate the following? (Explain your rationale)</p> <p>Impending Layoff News about a company picnic New corporate quality goals that require significant changes Introduce a new team member</p>
Amanda Palmer: The Art of Asking	https://www.youtube.com/watch?v=xMj_P_6H69g	1. Why is asking for a sale, feedback, the job etc. important? Explain.
Personal Branding & Reputation Management	1	
Building a Personal Brand: Jacob Cass	https://www.youtube.com/watch?v=qeHtvuTcy70	<ol style="list-style-type: none"> 1. Describe your personal brand? 2. How can you use social media to help communicate your brand and late the job of your dreams? 3. How do you communicate your personal brand when interviewing for a position?
Persuasive Messages	3	
The Science of Persuasion	https://www.youtube.com/watch?v=cFdCzN7RYbw	<ol style="list-style-type: none"> 1. Do you possess the ability to persuade others? Or is it challenging for you? 2. Address how you would use each of the following in your strategy to persuade others? <ul style="list-style-type: none"> • Visual Aids • Content • Body Language

Guide to Videos for Business Communication

Prepared by Maria Schellhase, D.B.A.
College of Southern Nevada

		<ul style="list-style-type: none"> • Vocal Tone • Words
How to Start a Movement	https://www.youtube.com/watch?v=lbaemWlljeQ	<ol style="list-style-type: none"> 1. Do you have the courage to start a movement? 2. Describe what role persuasion plays when motivating others? 3. Explain how you will use tactics explained in the video when presenting an idea. 4. What group do you perceive more important? Followers or leaders? Explain.
Julian Treasure: How to Speak so that People Want to Listen	https://www.youtube.com/watch?v=elho2S0Zahl	<ol style="list-style-type: none"> 1. Analyze the ideas as presented in the video, what are the two most valuable “take-aways”? 2. Describe what you can do to ensure that people listen to your ideas, opinions, and directions?
Podcasting	1	
How to Use a Podcast to Promote Your Small Business	https://www.youtube.com/watch?v=WRvEW8Z0wJw	<ol style="list-style-type: none"> 1. If you were to create a podcast, what would your podcast be about? 2. Explain why businesses would create a podcast. What are the benefits? The challenges?
Problem Solving	1	
Working Backwards to Solve Problems	https://www.youtube.com/watch?v=v34NqCbAA1c	<ol style="list-style-type: none"> 1. Describe how you typically go about solving problems that arise? Do you follow the basic problem solving procedure as listed on page 272 in your textbook?

Guide to Videos for Business Communication

Prepared by Maria Schellhase, D.B.A.
College of Southern Nevada

		<p>2. Do you believe that working backwards to solve problems can be useful? Explain?</p> <p>3. List factors that may change the way you go about solving a problem and describe how your reaction may differ from the norm.</p>
Public Relations	1	
A Brief History of Public Relations	https://www.youtube.com/watch?v=RKCZEBeDnBI	<p>1. Explain the differences between public relations and advertising.</p> <p>2. Is public relations essential for businesses? Explain.</p> <p>3. If something negative occurs within an organization, how can the firm use their public relations team to address the issue?</p>
Public Speaking	2	
One Simple Way to Improve Your Public Speaking	https://www.youtube.com/watch?v=tHmBYreCXb8	<p>Questions:</p> <p>1. List three areas you would like to focus on improving during class and explain your reasoning.</p> <p>2. Provide a strategy regarding HOW you are going to go about improving.</p>
How to Become a Memory Master	https://www.youtube.com/watch?v=9ebJlcZMx3c	<p>1. Are memory and encoding related? Explain your reasoning.</p>

Guide to Videos for Business Communication

Prepared by Maria Schellhase, D.B.A.
College of Southern Nevada

		<p>2. After watching the video, what information presented within the video can you use to improve your life personally and professionally?</p> <p>3. How can you use the information shared within the video to improve your presentation skills?</p>
Resumes	1	
5 Resume Tips	https://www.youtube.com/watch?v=CrOTDNcpkeg	<p>1. Evaluate your current resume</p> <p>2. What advice can you use from the attached video that will help bring your resume to the next level?</p> <p>3. Describe what challenges you have encountered with writing or revising your resume in the past.</p>
Self-Confidence	1	
The Skill of Self Confidence	https://www.youtube.com/watch?v=w-HYZv6HzAs	<p>1. Describe how you will use persistence, self-talk, and practice to improve your self confidence</p> <p>2. How will you measure progress?</p>
Social Media & Business	4	
Social Media and Crisis Communication: A Whole New Game	https://www.youtube.com/watch?v=MFt7NXDhcmE	<p>1. What risks do companies need to consider when dealing with crisis communications today that they didn't have to consider prior to social media?</p> <p>2. How will social media affect the way we hear about world events? Our customer feelings about our product and/or service?</p>

Guide to Videos for Business Communication

Prepared by Maria Schellhase, D.B.A.
College of Southern Nevada

Twitter's C.F.O. Suffers a Social Media Faux Pas	http://www.blinkx.com/ce/waQ4KdjojsYwKddqOEWg4kUAd2FRNEtkam9qc1I3S2RkcU9FV2c0a1VBd2FRNEtkam9qc1I3S2R	<ol style="list-style-type: none"> 1. Describe the pros and cons of using Twitter for business purposes. 2. Explain can organizations use Twitter to build their business?
Supreme Court Weighs in on Free Speech Limits for Social Media	http://www.blinkx.com/ce/-aQ4GiGcDvr1jM-um9EyhKYALWFRNEdpR2NEVnlxak0tdW05RXloS1IBLWFRNEdpR2NEVnlxak0	<ol style="list-style-type: none"> 1. Do you believe that the Supreme Court should get involved with regulating free speech for Social Media? Explain. 2. Would limits on social media negatively affect the way businesses promote their products and/or services? Explain.
BLOGS/VLOGS – How Can You Get Started?	https://www.youtube.com/watch?v=wy2mQDVslAA	<ol style="list-style-type: none"> 1. After watching the attached video, how can you apply the information within the VLOG to improve or encourage your own BLOG writing and VLOG posts? 2. Have you written a BLOG or posted a VLOG in the past? If so, was it easy to do? If not, why haven't you done so? 3. What are some of the advantages about BLOGS and VLOGS?