



# Professional Communication

## Self-Assessment

---

Graduate degrees prepare USask students for a wide variety of professional contexts. Professional Communication is one of six competencies you will develop. Professional Communication requires individuals to demonstrate effectiveness in:

### Building Professional Networks

- Building professional networks will help you broaden the impact of your knowledge and skills and create a community where you can learn from and with others.

### Adapting communication for diverse audiences

- Adapting your communication for diverse audiences will ensure that your audience can clearly understand why your knowledge and skills are important and how they might be used.

### Creating influential content

- Creating influential content is about your ability to broaden the impact of your knowledge and skills.

### Leveraging technology to enhance communication

- Leveraging technology is about your ability to communicate through multiple modes so that your intended messages will resonate with diverse audience learning preferences.

This self-assessment tool is intended to support your ability to identify where your current level of skill resides and what you might do to improve your skill in this area. Each person has unique goals and prior experiences. As such, there are multiple examples of evidence you might have to support competency within each category.

**Building Professional Networks**

Indicate with an ✓ on the line below, where you currently have evidence of building professional networks.

**Exploring****Implementing**

I am aware of the importance of building professional networks.	I have identified relevant networks that will help me meet my personal and professional goals.	I have used networking strategies that help me create professional networks to meet my personal and professional goals.	I have demonstration of networking strategies that help me build professional networks with a significant impact to meet my personal and/or professional goals.
<b>I have the following <i>exploring</i> examples of evidence</b>		<b>I have the following <i>advanced</i> examples of evidence</b>	
<input type="checkbox"/> Attendance at a seminar. <input type="checkbox"/> A list of people I would like to connect with to build my professional network. <input type="checkbox"/> Other _____		<input type="checkbox"/> Significant social media profile(s) <input type="checkbox"/> Information interview practice and reflections. <input type="checkbox"/> Active membership in diverse learning communities. <input type="checkbox"/> Other _____	

**Adapting Communication for Diverse Audiences**

Indicate with an ✓ on the line below, where you currently have evidence of adapting communication for diverse audiences.

**Exploring****Implementing**

I am familiar with writing in plain language and the difference between academic jargon and simple equitable words.	I am practicing writing in plain language and switching between academic jargon and simple equitable words.	I can effectively switch between academic jargon and simple equitable words and adapt my language based on an accurate interpretation of my audience's current level of understanding.	In addition to switching between academic jargon and simple equitable words I can connect my communication to the audience's prior experiences.
<b>I have the following <i>exploring</i> examples of evidence</b>		<b>I have the following <i>advanced</i> examples of evidence</b>	
<input type="checkbox"/> Participation in professional development sessions about writing in plain language. <input type="checkbox"/> Initial draft writings that have reduced the writing level to below a grade 10 level. <input type="checkbox"/> Other _____		<input type="checkbox"/> Completed "mock" interviews or actual job interviews where I shared the transferability of my skills and/or knowledge. <input type="checkbox"/> 3 Minute Thesis presentation. <input type="checkbox"/> Examples of the same information provided to two different audiences (e.g., article abstract and cover letter highlighting your knowledge or skills) <input type="checkbox"/> Practice explaining the complex concepts from your academic knowledge and skills "on the spot" to an expert in the field and to a family member (e.g., using metaphors, elevator pitch). <input type="checkbox"/> Other _____	

**Creating Influential Content**

Indicate with an ✓ on the line below, where you currently have evidence of creating compelling content.

**Exploring****Implementing**

At present, I am only sharing my knowledge and skills with my professors and class peers.	I have identified and begun to create influential content.	I have created and shared influential content related to my area of research.	I have created and shared influential content related to my area of research. I was able to assess impact.
<b>I have the following <i>exploring</i> examples of evidence</b>		<b>I have the following <i>advanced</i> examples of evidence</b>	
<input type="checkbox"/> A list of identified learning opportunities that will support my ability to build compelling content. <input type="checkbox"/> Participation in professional development sessions on creating compelling content (e.g., leveraging social media, writing for non-academic audiences) <input type="checkbox"/> Class assignments or presentations. <input type="checkbox"/> A written plan for when and where I will share my compelling content to increase my impact. <input type="checkbox"/> Other _____		<input type="checkbox"/> Justification for why my plan to create and share content will have the intended impact. <input type="checkbox"/> Writing communication documents (e.g., op ed, news article). <input type="checkbox"/> Leading scheduled chats. <input type="checkbox"/> Creating a CV or resume for a specific job. <input type="checkbox"/> Practicing or completing a public presentation. <input type="checkbox"/> Writing a grant application. <input type="checkbox"/> Facilitate workshops. <input type="checkbox"/> Other _____	



### Leveraging Technology to Enhance Communication

Indicate with an ✓ on the line below, where you currently have evidence of leveraging technology to enhance communication.

**Exploring**

**Implementing**

I rely on the use of one or two technologies for communication. For example, email and Power Point.	I rely on the use of one or two technologies for communication and can use advanced functions within the limited technologies.	I have leveraged technology to capture complex ideas in an accessible form. I have leveraged multiple technology options to communicate to a wide audience.	I have used multiple technology options with sophistication to increase impact, reach a larger audience, or enhance communication with diverse audiences.
---	--	--	---

**I have the following examples of evidence**

- |  |   |
|--|---|
| <input type="checkbox"/> Interactive online activities.<br><input type="checkbox"/> Leading scheduled online chats.<br><input type="checkbox"/> Interactive technology used in public presentations.<br><input type="checkbox"/> Website or blog.<br><input type="checkbox"/> Podcasts.<br><input type="checkbox"/> YouTube channel. | <input type="checkbox"/> Infographics<br><input type="checkbox"/> LinkedIn profile.<br><input type="checkbox"/> 3D or 2D Graphics.<br><input type="checkbox"/> Newsletters.<br><input type="checkbox"/> Other _____ |
|--|---|

Choose one area you would like to focus on to increase your skill and/or build evidence of this competency.

Professional Communication Elements	Area of focus
<b>Building professional networks</b>	<input type="checkbox"/>
<b>Adapting communication for diverse audiences</b>	<input type="checkbox"/>
<b>Creating influential content</b>	<input type="checkbox"/>
<b>Leveraging technology to enhance communication</b>	<input type="checkbox"/>

**Personal action plan to increase your competency in professional communication:**