

Baseline Self-Assessment Memo

Student's name:

Institutional affiliation:

My previous skills

Long before I had decided to attend the MPPA program, it was really hard for me to speak in public or to write. And that was because I was not sure about what I was saying while addressing the audience. But in spite of that, my writing was much better than my speaking because writing made me less afraid than meeting people. When you do not see your potential audience you do not fear to say something wrong because you can not see the person you are talking to. But then I started to realize that communicating skills are really important and necessary in our society and that one can not achieve any of his goals without knowing how to speak properly.

There was one case when we were supposed to make a school play for the annual theatre event. We were having a final rehearsal on the stage, and our time was almost over because another group was waiting. Then suddenly another group's teacher jumped on our stage and started screaming at us and demanding that we leave immediately. That was not our fault because we had to wait for an hour that day while the previous group was rehearsing. And we were patient and expected them to be patient too. But that mistake led to a fight and we ended up screaming at each other. Later I understood that everything could have been solved through a polite conversation, but not through disorganized disputes.

My recently developed skills in business

In spring 2012, I started my little business by selling goods through the Internet. My aunt lives in Italy and sends me different clothes by post. These clothes are extremely cheap and the quality is high. Thus, I knew I could gain a good profit from this. First, I created a web-site and posted several photos of the clothes. Second, I made an advertisement. I wanted it to be convincing and tempting, so people would buy my goods. So, I mentioned the size, the color and the price of each item of clothing. I created discounts and bonuses for the regular customers. Then, I started to receive messages and phone calls. At first I was confused and did not know how to talk with the clients. But later it became easier. I realized that it is great to be an excellent speaker, but it is also important that your client has a chance to say something in return, that you do not talk too much. I also noticed that when you overly praise your good, the client gets suspicious and it gets harder for you to convince him to buy it.

I believe I have gained quite a lot of experience from it and it gave me written and spoken skills.

My goals

I decided to pick communication class because every manager needs to have perfect writing and speaking skills. Nowadays in every sphere of business it is vital for the leader to be able to communicate with subordinates and partners on the highest level. That is the most important knowledge that a manager can possess for his business to be successful. That is why I think that this class will help me to improve my written and spoken skills. I am going to need them for my PhD because I will be communicating with academic professors. Communication for manager's class is very important for my future carrier to be excellent and, therefore, I want to learn how to speak and write effectively and to be a professional in it.

Conclusion

In our modern world of industrial development and unceasing growth of business activity, a successful manager should always remember the importance of their communicating methods. That is the main thing that should be paid attention to because if a manager wants one's carrier to develop and prosper, he needs to improve his skills in order to be ahead of the competitors. Good communication skills will always be the solution to every

problem in an organization and a smart administrator should always choose an appropriate

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