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| **Course:** | BF10: Principles of Business and Finance |
| **Objective:** | NC CTE 1.01: Apply verbal skills to obtain and convey information. (CO:053, QS LAP 29) (CO:084) (CO:061) (CO:114) |

**Unpacked Content**

1. Employ
2. communication styles appropriate to target audience (CO:084) (CS)
   1. Types of communication styles.
      1. Controllers: take charge people
      2. Collaborators: easygoing people
      3. Analyzers: detail-oriented and logical
      4. Socializers: outgoing people who thrive on change and meeting people
   2. Target audience
      1. Research
      2. Specificity
      3. Needs
      4. Strategy
3. Defend ideas objectively (CO:061) (CS)
   1. Stages of an idea evaluation process.
      1. Formative evaluation
      2. Process evaluation
      3. Impact evaluation
      4. Outcome evaluation
   2. Procedures for defending ideas objectively.
      1. Be prepared
      2. Thank any critics
      3. Practice
      4. Control your body language
      5. Accept any criticism
4. Handle telephone calls in a businesslike manner (CO:114) (CS)
   1. Listen without interrupting
   2. Gather the facts and make a note of them
   3. Take their details so you can get back to them
   4. Sympathize with them and offer to act as fast as you can
   5. Apologize if you have made a mistake
   6. Stay calm
5. Participate in group discussions (CO:053, QS LAP 29) (CS)
   1. Effective group discussion techniques.
      1. Listen well
      2. Take turns well
      3. Provide accurate information
      4. Lead the way
   2. Procedures for participating in group discussions.
      1. Ask questions
      2. Build on someone else’s comment
      3. Volunteer a new idea
      4. Point out missing information
      5. Help the group summarize what’s been said