

# Design Document: Effective Workplace Communication

By: Sarah Josephson

<i>Business Purpose</i>	<ul style="list-style-type: none"><li>• Over the past year there has been a high turnover rate of new employees due to communication issues.</li><li>• This module will outline employee expectations around verbal and non-verbal communication behavior.</li><li>• The client hopes to increase their quarterly employee engagement survey score around communication by 10% for new employees.</li><li>• The goal of the client is to increase the number of new hires who stay past 1 year by 15% as they improve verbal and nonverbal communication strategies through training.</li></ul>
<i>Target Audience</i>	<ul style="list-style-type: none"><li>• New employees as part of the onboarding process</li></ul>
<i>Training Time</i>	<ul style="list-style-type: none"><li>• 25 minutes</li></ul>
<i>Training Recommendation</i>	<ul style="list-style-type: none"><li>• This training is best suited for an asynchronous eLearning module as it will be needed repeatedly when new employees onboard.</li><li>• The training will use a variety of formats for learner interaction including text, images, and the ability to interact with scaffolded content throughout. Also, it will include a workplace scenario with cause and effect to hook the learner right from the start.</li><li>• Final assessment will measure learner understanding of the material. The assessment will use a variety of interactions to include multiple choice questions and one true/false question.</li><li>• New employees should have a quick reference tool on verbal and nonverbal communication strategies in the form of a PDF upon completion of the course.</li></ul>
<i>Deliverables</i>	<ul style="list-style-type: none"><li>• 1 Storyboard outlining Effective Workplace Communication training course to include the script.</li><li>• 1 eLearning module developed in Articulate Storyline with voiceover narration.<ul style="list-style-type: none"><li>○ 1 cause and effect scenario as part of the introduction to the course.</li><li>○ 1 character in workplace scenario and incorporated throughout knowledge checks, quiz intro, quiz results, summary, and congratulations slides.</li></ul></li><li>• Final Evaluation</li><li>• 1 PDF Job Aid</li></ul>
<i>Learning Objectives</i>	<p>By the end of the training, learner's will be able to:</p> <ul style="list-style-type: none"><li>• Define effective workplace communication.</li><li>• Recognize best practices for verbal and nonverbal communication among colleagues.</li><li>• Distinguish strategies used for productive verbal and non-verbal communication.</li></ul>

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## *Training Outline*

### Part 1 - Introduction to the Course:

- Welcome: Narration in place to welcome the learner to the course highlighting importance of effective communication in workplace.
- Navigation
- Workplace Scenario: Cause and effect scenario to hook the learner from the start.
- Pre-Assessment Knowledge Check: The learner will be presented with two choices for how to handle communication about a new project with a short timeline. Both choices will share the impact of the decision made.
- Learning Objectives

### Part 2 – Effective Workplace Communication:

- Effective Communication Defined
  - What is It?
  - Why is it Important?
- Knowledge Check

### Part 3 – Components of Communication:

- Nonverbal: *two slides below*
  - Nonverbal Communication Defined
  - Benefits of Nonverbal Communication:
    - Compliments a Verbal Message
    - Bridges Cultural Divides
    - Express Without Words
    - Provides Another Way
- Verbal Slides: *two slides below*
  - Verbal Communication Defined
  - Benefits of Effective Verbal Communication:
    - Prevents Conflicts & Misunderstandings
    - Creates Transparency
    - Establishes Trust
    - Strengthens Loyalty
    - Promotes Team Building
    - Enhances Motivation
    - Inspires Innovation
    - Boosts Productivity

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	<p>Part 4 – Communication Strategies:</p> <ul style="list-style-type: none"><li>• Distinguish Strategies Pre-Assessment Knowledge Check</li><li>• Nonverbal Strategies: Each strategy below will be broken down.<ul style="list-style-type: none"><li>○ Hand Gestures</li><li>○ Eye Contact</li><li>○ Facial Expressions</li><li>○ Posture</li><li>○ Proximity</li></ul></li><li>• Verbal Strategies: Each strategy below will be broken down.<ul style="list-style-type: none"><li>○ Clear and Concise</li><li>○ Ask Open-Ended Questions</li><li>○ Active-Listening</li><li>○ Master Your Tone</li><li>○ Avoid Jargon</li></ul></li></ul> <p>Part 5 – Final Assessment:</p> <ul style="list-style-type: none"><li>• Quiz Introduction</li><li>• 5 Graded Quiz Questions</li><li>• Results Slide: Learner prompted to review questions or go to next slide if he or she gets an 80% or higher (4 or more correct) or will be prompted to review and retake questions if score lower than an 80%.</li></ul> <p>Part 6 – Conclusion:</p> <ul style="list-style-type: none"><li>• Summary of Course Objectives</li><li>• Congratulations</li></ul>
<i>Assessment Plan</i>	<ul style="list-style-type: none"><li>• Two Pre-Assessment Knowledge Checks:<ul style="list-style-type: none"><li>○ 1 Scenario-based: The learner will attempt to recognize best practices among colleagues as applies to a cause-and-effect workplace scenario.</li><li>○ 1 Interactive: The learner will distinguish verbal and nonverbal communication strategies.</li><li>○ 2 ungraded questions</li><li>○ 2 attempts allowed</li></ul></li><li>• Knowledge Check:<ul style="list-style-type: none"><li>○ Define effective workplace communication.</li><li>○ Interactive multiple-choice question</li><li>○ 1 ungraded</li></ul></li></ul>

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	<ul style="list-style-type: none"><li>○ 2 attempts allowed</li><li>• Quiz Questions/Final Assessment:<ul style="list-style-type: none"><li>○ 5 graded assessment questions aligned with the learning objectives.</li><li>○ Unlimited attempts to pass.</li><li>○ Learner must score 80% or get 4 of the 5 questions correct to successfully complete the course.</li><li>○ Quiz questions will be created during the eLearning development and will be submitted for approval with the storyboard. The assessment will use a variety of interactions to include multiple choice questions and one true/false question.</li></ul></li></ul>
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