**Chapter 1: Business and Professional Excellence in the Workplace**

**Video and Multimedia**

**LO 1.1.** Define professional excellence and communication

**Video 1:** [Top 5 Business Communication Secrets](https://www.youtube.com/watch?v=qDIvO4upt9A)

**Description:** The video shares communication soft skills that prepare us to make a favorable impression in business.

**Audio 1:** [Blind Auditions Could Give Employers a Better Hiring Sense](https://www.npr.org/player/embed/410264592/410340245)

**Description:** An audio that shares a new way of interviewing that helps people with nontraditional backgrounds

**Web 1:** [The 10 Skills Employers Most Want in 2015 Graduates](http://www.forbes.com/sites/susanadams/2014/11/12/the-10-skills-employers-most-want-in-2015-graduates/)

**Description:** The article identifies skills hiring managers seek in recent graduates.

**LO 1.2.** Identify business and professional communication contexts

**Video 2:** [A Fun Guide to Nonverbal Communication and Body Language](https://www.youtube.com/watch?v=QOkrS1v7Ywk)

**Description:** An entertaining video that provides numerous tips that can be used in personal and business situations

**Audio 2:** [Can a 32-Year-Old Doctor Cure Baltimore’s Ills?](https://www.npr.org/player/embed/429646637/430077479)

**Description:** An interview and news story about a doctor using various business and professional skills to make a difference

**Web 2:** [Five Trends Driving Workplace Diversity in 2015](http://www.forbes.com/sites/work-in-progress/2015/02/03/20768/)

**Description:** A diversity consultant shares workplace trends in reframing diversity efforts.

**LO 1.3.** Identify the four KEYS to communication in the workplace

**Video 3:** [The Four Keys to Business Success](https://www.youtube.com/watch?v=33Mpj7AVcBQ)

**Description***:* The speaker presents and defines four keys to being successful in life and business.

**Audio 3**: [Keys to Success From BJ's CEO: Be Nice, Speak Up](https://www.npr.org/player/embed/153226066/153512683)

**Description:** An audio interview with a CEO that focuses on the power of positive communication in business and life

**Web 3:** [Two Things You Need to Know About Yourself Before Starting Any Business](http://www.forbes.com/sites/kevinharrington/2015/01/27/two-things-you-need-to-know-about-yourself-before-starting-any-business/)

**Description:** The article discusses the importance of knowing your strengths and your weaknesses as an entrepreneur/business owner.

**LO 1.4.** Discuss the importance of human communication in business and professional contexts

**Video 4:** [Cultural Diversity: Tips For Communicating With Cultural Awareness](https://www.youtube.com/watch?v=ZDvLk7e2Irc)

**Description:** The video shares important tips for adapting to cultural differences in communication situations.

**Audio 4:** [The Importance of Making Connections](https://www.npr.org/player/embed/12374460/12374461)

**Description:** An interview focusing on the importance of networking in getting a job

**Web 4:** [The Importance of First Impressions in Business](http://smallbusiness.chron.com/importance-first-impressions-business-23960.html)

**Description:** This article discusses the importance of first impressions in personal business communication situations.

**LO 1.5.** Explain the components of the communication model

**Video 5:** [The Communication Process Model](https://www.youtube.com/watch?v=Btj94IHVc6I)

**Description:** An animated and captioned explanation of the communication process model

**Audio 5:** [Lincoln’s 272 Words, a Model of Brevity for Modern Times](https://www.npr.org/player/embed/242413050/242536038)

**Description:** A story that reminds individuals of the power of a message that is brief and well constructed

**Web 5:** [Craft Better Content With 3 Simple Communication Models](http://blog.usabilla.com/better-content-with-communication-theory-models/)

**Description:** This article explains the basic model of communication along with two expanded models.

**LO 1.6.** Describe the communication challenges posed by social media and technology

**Video 6:** [Tailoring Your Content to the Right Audience by OPEN Forum](https://www.youtube.com/watch?v=3GBPnLpZzn4&feature=youtu.be)

**Description:** This video interview discusses tailoring business communication using social media and websites.

**Audio 6:** [Amid New Overtime Rules, More Employers Might Set Email Curfew](https://www.npr.org/player/embed/416515537/421083673)

**Description:** This audio news report discusses business communication limits set by governmental regulations and businesses.

**LO 1.7.** Identify the types and causes of communication apprehension

**Video 7:** [Overcoming Nerves When Giving a Presentation](https://www.youtube.com/watch?v=mbDipVRt5aE&feature=relmfu)

**Description:** The speaker discusses the fear people experience when speaking in public and provides tips to be less apprehensive.

**Audio 7:** [One Teacher's Quest to Build Language Skills . . . and Self-Confidence](https://www.npr.org/player/embed/410297143/415537264)

**Description:** An interview story about a teacher who instills public speaking confidence in his young students who are English language learners

**Web 6:** [Overcoming Communication Apprehension](http://psychologicalresources.blogspot.com/2008/08/overcoming-communication-apprehension.html)

**Description:** A list of tips to overcome communication apprehension

**LO 1.8.** Discuss communication and professional excellence from an ethical perspective

**Audio 8:** [Why Men Outnumber Women Attending Business Schools](https://www.npr.org/player/embed/300836825/300836826)

**Description:** The interview explores how men and women process ethical decisions differently in business situations.

**Web 7:** [The Best Ways to Discuss Ethics](https://hbr.org/2011/03/talking-about-ethics-how-we)

**Description:** This article identifies some effective practices on how to communicate about values in organizational settings.