

Explanation/Notes

My misunderstood concept is the concept of **audience** in technical communication. The idea is that different audiences need different approaches for communication to be effective. Although students readily accept this in principle, they often have trouble applying it. Some persist in the idea that there is one good way to write, based on their previous learning experiences.

One way to expand my basic explanation might be to use cooking as an analogy. First, show a photo of a fancy restaurant meal (1) and ask "Who do you think would cook this? What would their skill level be? Who would this be a good meal for?" Then show a takeout meal (2) and ask the same questions and finally a packed lunch (3) and ask the same questions. By probing and prompting, I could get the students to acknowledge that each might be a perfect meal, depending on who is eating.

Then I could go through samples of academic, business, and personal writing and prompt reflection/discussion on who each style is perfect for and why.



1

- Who do you think would make this?
- What would their skill level be?
- Who would this be a good meal for?



2

- Who do you think would make this?
- What would their skill level be?
- Who would this be a good meal for?



3

- Who do you think would make this?
- What would their skill level be?
- Who would this be a good meal for?

1

This paper considers the nature of the business model and its strategic relevance to negotiations. We elaborate a substantive definition of the business model as decisions enforced by the authority of the firm; this definition enables the analysis of business models through the analysis of individual firm choices. We situate negotiation outcomes within the strategy literature by considering ‘ambivalent value’ – value produced by the interaction of partner firms that does not necessarily accrue to any of them.

Casadesus-Masanell, Ramon, and John Heilbron. "The business model: Nature and benefits." In *Business models and modelling*. Emerald Group Publishing Limited, 2015.

2

The game of negotiation takes place at two levels. At one level, negotiation addresses the substance; at another, it focuses—usually implicitly—on the procedure for dealing with the substance. The first negotiation may concern your salary, the terms of a lease, or a price to be paid. The second negotiation concerns how you will negotiate the substantive question: by soft positional bargaining, by hard positional bargaining, or by some other method. This second negotiation is a game about a game.

Fisher, Roger, William L. Ury, and Bruce Patton. *Getting to yes: Negotiating agreement without giving in*. Penguin, 2011.

3

...I've been able to convince key people to take a chance on me or stick by me. And that has made all the difference.

Before any of that, though, I had to persuade myself I belonged in the business world in the first place. Let's just say it was a hard sell. There was nothing in my background to suggest I had what it took to succeed in business, much less run a company. I grew up poor, was a mediocre student, and moved out on my own after graduating from high school at age 16.

Dickinson, Arlene. *Persuasion: A New Approach to Changing Minds*. HarperCollins Canada, 2011.