

CETL506 Course Project

Instructions:

This project will give you an opportunity to identify a specific behavioral change you hope to see in someone, outline what approach you will use to influence that change, write and deliver a persuasive message to jumpstart the change, and finally solidify and motivate that change with the appropriate environmental and situational factors. Ultimately, you will practice implementing all the factors that can consistently help you inspire and motivate anyone whose support you need to accomplish your goals.

Complete each project part as you progress through the course. Wait to submit the project until all parts are complete. Start your course project by completing Part One below.

Part One: Defining What You Want and Why

Identify a specific behavioral change that you hope to bring about in someone who is on your team. If you do not have any direct reports, identify a person within your inner circle: a colleague, a family member, etc. Choose a behavioral change that is achievable within a two-week period.

Begin this process by brainstorming a list of potential behavioral changes that you hope to bring about in someone who is on your team. Identify at least three potential changes.

Some potential behavioral changes I can bring about to someone on my team are:

1. High standards of efficiency with Six Sigma teaming
2. Positive attitude for work environment and productivity
3. Malleable behavior for attitude change

Once you brainstorm your list of changes, choose one that you believe would positively affect your team.

Describe the context and person or people you will try to influence:

Logistics and Distribution Parcel Handler Colleague

What does the person currently think, believe, or do that you would like to change?

Very impressionable and ready to go!! Educated, obedient and wants to be a positive impact on the team!!

What is your desired impact? That is, what *specifically* do you want the person to think, believe, or do as a result of your influence?

Can put their trust in management, leadership, and the company for a interpersonal and professional result!! I would like the employee to be productive for the companies needs, reliable, and happy to be at work every day.

How will making this behavioral change positively affect your team?

This behavioral change from previous working experiences that are negative will keep the company competitive, profitable, and one of the best in the industry!!

What potential barriers will you need to keep in mind as you use influence to start the change process? Previous negative experiences have left a negative impression on the employees ability to become a productive, happy, and successful asset to the team.

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Part Two: Choosing an Effective Approach to Influence

Using the behavioral change you identified in Part One, describe what approach you will use to make it happen. You will choose one of the five influence strategies as the central element of this approach.

Which of the five influence strategies—rationalize, assert, negotiate, inspire, bridge—do you believe would be most effective and appropriate in this situation to bring about your desired change? You can combine strategies.

I think that rationalize, inspire, and bridge would be best here to utilize as strategies.

Why?

Rationalizing with the associate about what direction you want them to take and giving them concrete examples about how to accomplish the objective is a great start. I think that inspiring to provide examples and bring the right behavior as a team can be augmented by bridging and giving them the resources and other leadership and teamworking norms necessary as a whole to achieve behavioral change to implement the right attitude is a crucial step forward.

Describe what tactic you will use and what it looks like in this specific situation.

Next, create a plan for applying this strategy. Use the outline below to determine when and where you will apply the strategy and how you will minimize barriers to its success.

This is when you will apply this strategy:

I will apply this strategy by starting with rationalizing with the new associate to begin to build the process of molding the associate into an effective tool that gets the job done with maximal efficiency and productive attitude.

This is how you will apply this strategy:

I will apply the strategy by starting with rationalizing. This will help drive direction, guidance, and purpose.

These are potential barriers to success:

At this level in the company there will be distractions with keeping the associate focused with tangible rewards such as bonuses, raises and other means of rewarding productivity and success.

These are techniques you will use to minimize barriers:

I think that keeping self esteem up and making the job fun will help keep associates focused o build the required behavior needed to make optimal teamwork and obedience with great attitude functional.

After you execute your plan, answer the reflection questions below. If you are not able to execute your plan before the end of the course, answer the questions based on a previous attempt to create a behavioral change.

Was your influence or persuasion attempt successful? Why do you answer as you do?

It was successful. I measured my response on this attempt based on my own personal experience as a associate in logistics and retail from different managers and watched it produce and positive result on my work performance compared to toher companies and their leadership styles.

Did you select the right approach for this person and situation? Explain.

I think the right approach was selected becsaue the result required minimal conflict from a team working norm for the leader to accomplish goals with for every associate to be tuned into the process for a successful envoironemtn for leadership and productivity from the staff.

Reflect on your experience of implementing the strategy you selected. Was it comfortable or uncomfortable for you? What might you do to become more adept at implementing this strategy or others that are challenging for you?

I am new at this process and think that initially as a rookie I am uncomfortable because of the apprehension of success with so many unnamed variables. However, watching a manager with experience and a team that is fine tuned and functional is an great example on how to make the process effective. As a inexperienced maangeer I think themethod is effective and some courgage and self esteem as a manager is needed to succeed. This comes from those who develop you to get to the point you are at and it is a necessary need to have competent, resourceful and effective managers leading ahead of you that understand team working soft skills,

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Part Three: Creating and Delivering Persuasive Messaging

Create and prepare to deliver a persuasive email message to motivate/inspire someone. For this assignment, choose a situation in which you can leverage pathos, ethos, **and** logos — we recommend that you incorporate your designated behavioral change from Part One and Part Two, but you can use a different example.

To create your workplace message, start by answering the following questions:

What are you trying to persuade or influence people to think, believe, or do?

I am trying to persuade the employee to become incorporated with six sigma philosophies of productivity, corporate culture of a positive attitude & trust, and family.

Why are you trying to persuade/influence people?

This behavioral change for the employee will maximize productivity, maintain morale, and foster corporate growth while retaining the employee in the company because he is bright, has potential, is loyal, and seeks a future with the company that contributes over a long duration.

Who in the workplace are you trying to persuade/ influence?

I am trying to persuade an associate to bring assets aboard and the template utilized to persuade the employee can provide for use with other employees because the company offers higher learning, recoups veterans & people with mental health needs, and cultivates promising employees from other companies.

Distill this into one sentence: I want to influence [who] to think/believe/do [what] so that [why].

I want to...

Influence the associate to think they are valuable/a part of a team and valuable company/to become productive and make a difference so that the company grows successfully and succeeds to beat the competition.

Next, brainstorm ways that you can use logos (logic), ethos (credibility), and pathos (emotion) in this persuasive message.

Logos: Data, facts, information, and historical examples that support your message

Brainstorm:

The company has a \$30 billion bottom line to support the effort that is effective. Employees that have come before in the training and operational process are intelligent on the job, have great attitudes, are happy to work, and can look forward to success.

Ethos: Communicating your trustworthiness and credibility

Brainstorm:

There is a new accredited educational system with the company from Guild that can rev you up and get you moving. The impact on the company is going to be great and you are a part of it. We love to lead here at "the company" and you are a part of the result. Our leadership is successful because of our team and we look forward to you helping us drive forward to achieve our goals.

Pathos: Eliciting positive or negative emotions through your messaging

Brainstorm:

I think that turning the ethos of accredited learning, successful leadership, and productive teamwork that supports a winning company is the pathos I am looking for: Competing with the best out there for our sales can be difficult. Our competitors are the wealthiest and best and put up numbers that are phenomenal. Our enterprise is wealthy, educated, and a cornerstone of retail commerce. The company has a history of being victors and reaping the success for a brighter corporate future. Our team thrives on one another and our success has stood the test of time and will continue to win and keep going to grow, prosper and compete with success!!

For maximum impact, persuasive messaging should be concise and clear. Now that you've brainstormed potential approaches for logos, ethos, and pathos, it's time to choose which approach(es) you will take for your message. You must use at least two of the three in your message. Once you choose them, answer the reflection question below.

The approaches I plan to use for my message are:

1. Logos
2. Pathos

Why do you believe these approaches will be effective for this message?

I think that the company is well established, wealthy, profitable has an excellent attitude, and is going to be very educated with the new Guild system to compete with. This logos will be useful in establishing a point and facts for pull with inspiring and bridging via teams. I think that pathos is an excellent approach here because it brings the inspiration for moving the teams into mindsets of productive winners that succeed to lead into obtainment of our goals to be a success!!

Now that you've identified at least two elements to use in your persuasive message, use the space below to draft your email message. Indicate when an element of the message uses logos, ethos, or pathos by putting the word in parentheses after the sentence or section of the message.

To: "The Associate"
CC:
Subject: Win with Macy's!!

Greetings "associate"!! I am pleased to announce you are a part of the team. We look forward to having you on board to win, beat the competition, and develop the best team out there.

The company has a \$30 billion bottom line to support the effort that is effective. Employees that have come before in the training and operational process are intelligent on the job, have great attitudes, are happy to work, and can look forward to success. (ethos)

Competing with the best out there for our sales can be difficult. Our competitors are the wealthies and best and put up numbers that are phenominal. Our enterprise is wealthy, educated, and a cornerstone of retail commerce. The company has a history of being victors and reaping the success for a brighter corporate future. Our team thrives on one another and our success has stood the test of time and will continue to win and keep going to grow, propser and compete with success!! (pathos)

Please join us to become a part of the best and become a winner. We look forward to your onboarding process and hope you agree to stay to compete, become productive and beat the competition.

Sincerely,

The Best!!

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Part Four: Shaping Environmental and Situational Factors

For the purposes of the project, answer these questions with a focus on your designated behavioral change from Parts One through Three.

Briefly describe the environment of your team and workplace in one or two paragraphs. Focus on the high-level elements of your environment, such as the size, diversity, and communication styles of your team.

High level environments of my workplace include supervisors of my immediate department (team managers) servicing administrative management. The environment consists of supervisors that the associates directly answer too in logistics or retail. The size of the environment that associates work in can be 5+ associates. The diversity is very rich. All cultures and backgrounds are included. The communication styles of the team work upward in a silo fashion with duties assigned to each associate answering to a supervisor (team manager).

What aspects of the environment or situation are facilitating the undesired thought, belief, or action that you want to change? Consider systems, processes, and the physical environment that make it easier to maintain the status quo.

Right now I think that this problem is minimal or nonmaterial from an operational perspective. I think there is slack for behavior such as idle chat. Everyone is always at work with discipline and efficiency doing their best. I think that scorecards are systems that are an excellent way that we measure our performance with these particular operational goals in mind. When they dip the problems that are surfacing can be addressed by administrative management via supervisors to top operations off as a process that trickles down to all associates via huddles to have a direct impact on the physical environment remaining positive for customer experience.

What aspects of the environment or situation inhibit the desired thought, belief, or action you want others to take? Consider systems, processes, and the physical environment that make it even slightly more difficult to adopt the desired change.

I think that aspects that inhibit the slack points from becoming a problem that become material to operational performance are huddles that are a part of the administrative management process daily with oral reminders of when the problem is becoming noticeable. Adopting the desired change when there is a noticeable difference other than the optimal performance measure for it is not material and an oral reminder process from

supervisors outside of the huddle to the associate is all that is necessary to keep up the pace for best practice for scorecards.

What aspects of the environment, positive and negative, are under your sphere of influence?

I think that behavior that keeps a positive attitude with customers and fellow associates is definitely under my sphere of influence. This definitely can also have an effect on negative processes in the duties assigned to associates. Keeping a well balanced set of skills to address the customer needs, fellow associate needs, and supervisor needs are all under the umbrella of behavioral processes that are effected in the associates sphere of influence.

What can you do within your sphere of influence to make the undesired behavior a little harder and the desired behavior a little easier?

I think that maintaining high efficiency standards required by supervision as much as possible to maintain a best practice status quo help undesired behavior become outside of the norm while desired behavior becomes a daily attribute of success, engrained in training, and a easier obtainable goal for an associate to realize. This is based on developing the associate with positive and productive behavior to maintain sufficient attitude for an optimal scorecard.

What obstacles (artifacts, accesses, processes, and resources) will you encounter during this process and how will you address them?

I think that processes that are encountered during the management of associates is mostly top down. However, I agree that a bottom up approach is very beneficial to teamwork and agility for supervisors and administrative management at the top. This flexible process develops scorecards optimally because administrative management has a heartbeat on everything in the operations process to move all assets efficiently for optimal scores. Resources that come from supervisors that move upward and downward are very flexible. Associates have access to all of the support they need to accomplish their roles for best results for morale, which keeps behavioral adjustments for attitude corrections at a minimum when driving process for optimal performance. I think addressing the processes and resources mentioned here is a satisfying experience and the response is optimal requiring less effort than my previous experiences with less effective management structures, measurement tools, and techniques.

Prepare to periodically reflect on your process and change course as needed. Use the questions below to start that preparation process.

Describe how you will assess the progress of your change plan. Consider methods that will look at your strategies of persuasion or changing the environment.

I will assess the progress of my change plan by utilizing scorecard tools, reports from supervisors, administrative management feedback, bottom up reporting from associates, and consumer feedback. Methods for persuasion include utilizing logos from the above mentioned tools pertaining to data from scorecards and oral feedback. Pathos can be utilized from administrative management to maintain a tone at the top that maintains great moral, leadership and push via the ethos of the companies policy of excellence for performance and consumer satisfaction.

How often will you assess the progress of your change plan?

I think I will assess the progress of my change plan weekly based on performance reports such as score cards. This can help manage a top down administrative solution through supervisors that can bring associates into the loop and keep bottom up feedback functional as well as managing the associate ranks with efficiency and productivity.

If your desired behavioral change is unsuccessful, what may you change about your approach? Why?

I think that changing logos to become more powerful and detailed for management to maintain a need for changes in operational processes and resource utilization would be a key factor. Demonstrating the incremental benefits of changes to make behavioral changes in reorganizing sales processes into better interview techniques tied to technology to change attitude about outdated processes that can improve if necessary would be desirable. Utilizing the pathos associated with the companies mission, vision and immediate goals would be key to help organize and mobilize a Systems Development Life Cycle (SDLC) to achieve the most lucrative option pertaining to the current budget for ROI on a beneficial project to build on to continuously advance strategic operations. This can include optimization of digital product development life cycles for long term revenue development for strategic goals associated with a better SDLC asset appropriation as well.

The change process has many potential barriers to success. These barriers can be in the persuasion/implementation or in the actual execution. Build in time to reflect and

reassess your process to ensure that your approach has the best opportunity to be effective.

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