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SA 10.01: Persuasive Abilities Self-Assessment

Persuasion is a core capability for managers and professionals in almost every organization. Of course, persuasion is central to the job description of sales and marketing professionals. But all professionals are involved in persuasion of one sort or another.

Identify three areas in which to improve your approach to persuasion. Write three goals and elaborate on each with a supporting paragraph.

Writing at all is not one of my strong suits, I'll be honest. However, if I were to be a strong writer, I think it would be in the area of persuasion. My areas that I could improve on are along the same lines as those that go with all writing- drafting, writing, reviewing.

As I stated in a previous piece, I love lists. Gaining all the knowledge for my argument and compiling it into a list of organized facts would be a sure way to start off organized. If I have facts to back up my argument, my chances of persuading my reader are obviously far greater.

The dreaded review. I can't be the only one who doesn't like the review portion of any type of writing. I know that the review is important to check for errors and duplicate statements, but if I'm being honest, I usually feel like I've made my points clear and see no need to review. This is (and always will be) my biggest area of needed improvement!