Written Communication

Name

Institutional Affiliation

Hooking Audience

Part I

 Coaching in an organization is an important tool. This is what a man named Ferdinand said. Ferdinand was a renowned human resource manager at my previously employment who lived for his work. He confirmed that he had worked in a vast majority of reputable companies but there is no way he could deliver without offering coaching to new and existing employees. Coaching was a stepping stone as an HR manager (Hartley and Chatterton, 2015). And when you think about it, coaching is significant to all of us.

 On the first day of work, Ferdinand would inform all stakeholders that he expects training to be a daily routine. Two days later, Ferdinand observed that I missed the orientation and training. He found me still in my office space and asked why I was not with the rest of them. I replied on how I don’t need to learn when I can learn about every place in the organization within the first week of work. Clearly to him, it was relevant to be a part of every activity but I didn’t understand the significance of the orientation.

 Change your perspective” Ferdinand ordered. we had just finished the first round of orientation and our bodies were exhausted. We had to obey every instruction in this mission. The first I had already broken and now the second seemed unbearable. But we didn’t want to terminate our employment. The remaining part required us to pay close attention. However, majority of the people were exhausted. But the Ferdinand didn’t want to hear any of that. He needed to stay in charge. Complaining to him about being tired only appeared to challenge his authority so we simply followed closely and attentively until the end of the day. By evening, we were almost done except the part where we needed to visit inside the industrial facility. And we carried on with that day schedule despite being tired. For a while we could only think of how irrelevant this whole experience was. It was the most hectic day of my new job. However, some of us take things for granted.

 What do you think is the most significant about my new employment? What makes it so? Is it the benefits it provides? How many times do you apply for a job? How does applying for one make you feel? Ferdinand asked. He assured us that for him there is nothing better than having a better job that is aligned with individual skills and abilities. He showed us a picture of himself in his first jobs dated over thirty years ago. He emphasized that for him, nearly fifty years ago he had already figured out what path he needed to take in his carrier.

 So I ask you my audience, Is coaching important in our jobs? Do you think it distinguish us from our competitors when it comes to profitability? After all, every industry consider coaching. Can it be that important? Clearly, these are questions for ages and worth considering. By the end of this meeting, I hope you understand that we all need training as part of our daily lives. Similar to life itself, you learn new facts daily that we probably never knew. Does any of you know what that comparison to life means? (expect answers). Correct- training is a life process for improvement. But did you know that points that support my communication is mostly on the value of utility? The most important thing is the effectiveness of all employees after coaching sessions and the impact it has on lives.

Part II

 According to the peer post, the writer caught the readers’ attention by commencing with a hook, a carefully thought of introductory part. The hook shows his personality as well as intelligence. Like himself, the short paper is well rounded and conveys relevant information only. For his audience, he clearly demonstrated satisfaction in their needs, opinions and interests. Clearly, a connection is established between the writer and the readers.

Sources

Hartley, P., & Chatterton, P. 2015. Business Communication: Rethinking your professional practice for the post-digital age. Routledge.