

Checklist: Teaching Blind Spots That Could Be Holding Your Students Back

Use this checklist to identify and address common blind spots in business communication instruction. By modernizing your curriculum and embracing diverse learning and communication trends, you can better prepare students for the realities of today's business environment.

Recognize Key Blind Spots

- ☐ Audit course materials for overemphasis on traditional formats (e.g., memos, reports).
- ☐ Identify gaps in digital, informal, and social communication instruction.
- ☐ Assess how thoroughly soft skills like empathy, listening, and emotional intelligence are integrated.
- ☐ Evaluate how cross-cultural communication is currently addressed in your curriculum.
- ☐ Review your teaching assumptions about uniform student learning styles.

Understand Why These Blind Spots Exist

- ☐ Reflect on institutional inertia or adherence to outdated curriculum traditions.
- ☐ Identify possible resistance to adopting emerging digital trends or platforms.
- ☐ Consider limitations in training or access to new communication tools.
- ☐ Acknowledge implicit cultural assumptions that may obscure cross-cultural instruction.
- ☐ Evaluate reliance on standardized assessments over individualized learning strategies.

Strategies to Address Blind Spots

- ☐ Integrate instruction on digital platforms (e.g., email, messaging apps, social media, Zoom).
- ☐ Incorporate active learning focused on soft skills, including emotional intelligence and peer feedback.
- ☐ Embed cross-cultural communication activities and invite culturally diverse guest speakers.
- ☐ Assign projects using technology tools like AI writing assistants or collaborative software.
- ☐ Offer varied assignment formats (written, oral, visual) to support different learning styles.
- ☐ Use adaptive technologies and personalized feedback for differentiated instruction.

Long-Term Benefits

- ☐ Track improved student readiness for digital, multicultural workplaces.
- ☐ Note higher engagement from relevant, modernized instruction.
- ☐ Align instruction with current employer demands for communication, tech, and interpersonal competencies.

Summary

Blind spots in teaching business communication—from outdated formats to underemphasized soft skills—can leave students underprepared for real-world success. This checklist helps educators assess and evolve their practices to align with contemporary trends and student needs. By identifying and resolving these gaps, instructors foster more engaged learners and produce graduates who are communication-ready for the demands of modern business.



Connect Deeper, Communicate Smarter: The Emotionally Intelligent Textbook with AI in Every Chapter



Business Communication Today, 16th Edition, helps students connect on a deeper level and communicate with greater impact—because it teaches more than just skills. It develops emotional intelligence alongside AI fluency, making it the only textbook that blends empathy with emerging technology.

Every chapter combines human insight with machine learning applications, preparing students to thrive in a world where understanding people is just as important as understanding AI. Smart communication starts with emotional intelligence—and this book delivers both.

