## Checklist: Uncover and Eliminate Friction Points in Business Communication Instruction

Use this checklist to identify and reduce common friction points in business communication instruction. Streamlining course design, clarifying expectations, and aligning with realworld skills will create a more effective and engaging learning environment.

$\square$ Audit course content for outdated or irrelevant communication formats (e.g.,
excessive focus on memos or formal letters).
☐ Evaluate clarity in communicating learning objectives and assignment expectations.
☐ Assess instructor and student comfort with digital communication tools used in class.
$\square$ Identify signs of information overload in lectures or readings.

☐ Determine whether theoretical concepts are meaningfully connected to practical

## **Strategies to Reduce or Eliminate Friction**

**Identifying Sources of Friction** 

business tasks.

$\square$ Redesign curricula to emphasize relevant, modern communication formats like email,
Slack, Zoom, and social media.
$\square$ Use interactive learning methods: simulations, case studies, and collaborative
exercises.
☐ Provide clear, detailed rubrics and maintain regular student-instructor
communication.
$\square$ Offer tutorials or onboarding guides for digital tools like Google Docs or Microsoft
Teams.
$\hfill\square$ Introduce content in digestible chunks and pair with real-time practice opportunities.
$\square$ Bridge theory and practice by assigning projects modeled after workplace scenarios.
☐ Incorporate peer review, teamwork, and group problem-solving to increase
engagement and shared learning.

## **Long-Term Benefits of Reducing Friction**

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$\square$ Increased student engagement and retention of material.
$\square$ Enhanced real-world communication readiness.
$\square$ Alignment between classroom instruction and current business communication
demands.
☐ Higher instructor satisfaction from delivering more impactful teaching experiences.

## Summary

STUDENTS?

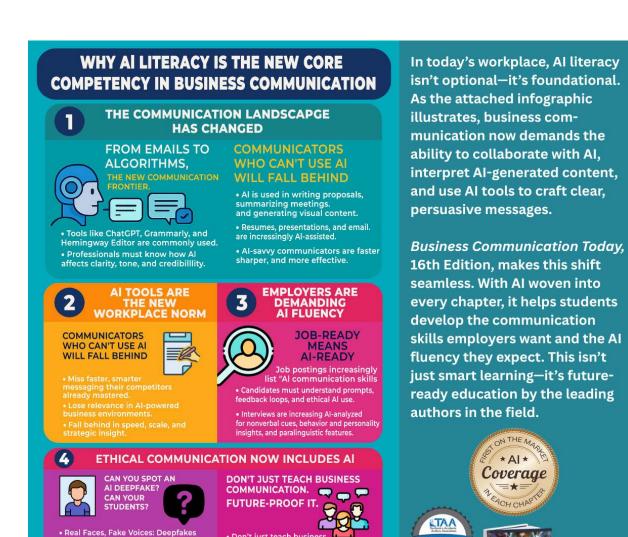
Real Faces, Fake Voices: Deepfakes can make people appear to say things they never did—blending video and audio with Al precision.

• Emotion Over Evidence: These fakes

are designed to spark strong reactions before you think critically.

• Detecting Requires Understanding: Spotting deepfakes takes more than sharp eyes—it takes Al awareness and digital literacy.

Eliminating friction in business communication instruction empowers students to succeed by removing barriers to engagement and comprehension. Through clearer communication, modern tools, relevant case studies, and collaborative methods, instructors can ensure students build lasting skills that directly transfer to their careers.



 Don't just teach business communication-future-proof it. Integrate AI Skills Early: Prepare students to write, edit, and present with AI as a trusted co-creator, not a threat.

Emphasize Ethical Fluency: Teach students how to navigate misinformation, bias, and deepfakes with confidence and clarity.

AWARD

BEST