# 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 real-world skills will create a more effective and engaging learning environment.

## Identifying Sources of Friction

☐ Audit course content for outdated or irrelevant communication formats (e.g., excessive focus on memos or formal letters).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.

☐ Identify signs of information overload in lectures or readings.

☐ Determine whether theoretical concepts are meaningfully connected to practical business tasks.

## Strategies to Reduce or Eliminate Friction

☐ Redesign curricula to emphasize relevant, modern communication formats like email, Slack, Zoom, and social media.

☐ Use interactive learning methods: simulations, case studies, and collaborative exercises.

☐ Provide clear, detailed rubrics and maintain regular student-instructor communication.

☐ Offer tutorials or onboarding guides for digital tools like Google Docs or Microsoft Teams.

☐ Introduce content in digestible chunks and pair with real-time practice opportunities.

☐ 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

☐ Increased student engagement and retention of material.

☐ Enhanced real-world communication readiness.

☐ Alignment between classroom instruction and current business communication demands.

☐ Higher instructor satisfaction from delivering more impactful teaching experiences.

## Summary

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.

### WHY AI LITERACY IS THE NEW CORE COMPETENCY IN BUSINESS COMMUNICATION

**1 THE COMMUNICATION LANDSCAPGE HAS CHANGED**

**FROM EMAILS TO ALGORITHMS,** THE NEW COMMUNICATION FRONTIER.

- Tools like ChatGPT, Grammarly, and Hemingway Editor are commonly used.
- Professionals must know how AI affects clarity, tone, and credibilllity.

**COMMUNICATORS WHO CAN'T USE AI WILL FALL BEHIND**

- AI is used in writing proposals, summarizing meetings. and generating visual content.
- Resumes, presentations, and email. are incressingly AI-assisted.
- AI-savvy communicators are faster sharper, and more effective.

**2 AI TOOLS ARE THE NEW WORKPLACE NORM**

**COMMUNICATORS WHO CAN'T USE AI WILL FALL BEHIND**

- Miss faster, smarter messaging their competitors already mastered.
- Lose relevance in AI-powered business environments.
- Fall behind in speed, scale, and strategic insight.

**3 EMPLOYERS ARE DEMANDING AI FLUENCY**

**JOB-READY MEANS AI-READY**

Job postings increasingly list "AI communication skills

- Candidates must understand prompts, feedback loops, and ethical AI use.
- Interviews are increasing AI-analyzed for nonverbal cues, behavior and personality insights, and paralinguistic features.

**4 ETHICAL COMMUNICATION NOW INCLUDES AI**

**CAN YOU SPOT AN AI DEEPFAKE? CAN YOUR STUDENTS?**

- Real Faces, Fake Voices: Deepfakes can make people appear to say things they never did—blending video and audio with AI 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 AI awareness and digital literacy.

**DON'T JUST TEACH BUSINESS COMMUNICATION. FUTURE-PROOF IT.**

- 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.

In today's workplace, AI literacy isn't optional—it's foundational. As the attached infographic illustrates, business communication now demands the ability to collaborate with AI, interpret AI-generated content, and use AI tools to craft clear, persuasive messages.

*Business Communication Today*, **16th Edition, makes this shift seamless. With AI woven into every chapter, it helps students develop the communication skills employers want and the AI fluency they expect. This isn't just smart learning—it's future-ready education by the leading authors in the field.**

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