

**Verbal Communication** – Articulates thoughts and ideas clearly and effectively to exchange information.

| <b>Level</b>   | <b>Demonstrated Behavior</b>  | <b>Associated Skills</b>   | <b>Example</b>  |
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| <b>Level I</b><br><i>Basic Experience</i>                        | Organizes and expresses ideas or messages clearly. Provides timely and accurate information.  | Active Listening<br>Customer Focus   | Henry's excellent listening skills served him well on Reunion Weekend as he was able to provide information and answer questions for visiting alumni. You could count on Henry to offer relevant, engaging, and nuanced insights to help visitors navigate the weekend at Bowdoin.  |
| <b>Level II</b><br><i>Practical Application</i>                  | Organizes and expresses ideas or messages clearly. Uses appropriate and efficient methods for conveying information to the right audience. Able to construct succinct messages.   | Active Listening<br>Customer Focus   | Lucian communicated professionally with coworkers, library patrons, and supervisors, and demonstrated this daily in his verbal, phone, and email interactions. He always considered which communication avenue would be most effective to convey the message.   |
| <b>Level III</b><br><i>Advanced Application</i>                  | Organizes and expresses ideas or messages clearly. The ability to effectively and efficiently convey and receive information with multiple parties. Uses the right communication medium to relay messages or ideas.   | Active Listening<br>Presentation Skills<br>Interpersonal Skills<br>Relationship Building   | Vanessa's phone conversations were engaging, targeted and helped build rapport with alumni. Her positive attitude was genuine as she discussed giving opportunities at Bowdoin. By carefully listening to alumni questions, she was able to answer any and all inquiries they posed. Her strong communication skills contributed to the gifts Bowdoin received.                               |
| <b>Level IV</b><br><i>Subject Area Expertise and Application</i> | Organizes and expresses ideas or messages succinctly. Uses appropriate and efficient methods for conveying the right amount of information. Determines what form of communication and when information should be communicated taking into consideration the audience to which the message is being delivered. Seeks feedback and clarifies to ensure understanding.   | Active Listening<br>Influencing<br>Interpersonal Skills<br>Networking<br>Presentation Skills<br>Relationship Building<br>Reflection                        | Nathan presented his research to the department at the monthly meeting. He considered his audience and the information that would resonant with them. Nathan carefully crafted his message delivery using a PowerPoint presentation to support his research findings. Nathan checked for understanding by asking open-ended questions of the audience at the end of the presentation.         |
| <b>Level V</b><br><i>Mastery and Extensive Application</i>       | Uses communication skills to successfully influence others to get the job done. Organizes and expresses ideas or messages succinctly. Uses appropriate and efficient methods for conveying the right amount of information. Determines what form of communication and when information should be communicated taking into consideration the audience to which the message is being delivered. Seeks feedback and clarifies to ensure understanding. | Active Listening<br>Facilitation Skills<br>Influencing<br>Interpersonal Skills<br>Networking<br>Presentation Skills<br>Relationship Building<br>Reflection | Chris' campaign to recruit, train and lead other students utilized many communication skills from public speaking, facilitating, motivating, networking and negotiating. He made presentations, led meetings, and conducted training to inspire students to commit to the class giving goals. He was adept at articulating a succinct message, influencing audiences and motivating his team. |