Toolwire’s 10 stand-alone role-based simulations for Business Communication each take approximately 10-15 minutes to complete. These digital learning assets deliver personalized learning experiences with built-in formative assessment capabilities, dynamic remediation, and performance analytics that measure outcomes.

To enhance believability and relevance, both key components for student engagement, Toolwire’s simulation games incorporate interactive live-action video that immerses students in authentic workplace scenarios.

Each learning module targets one or two higher order learning objectives. Faculty can assign these digital learning tools as an engaging way for learners to practice essential skills and demonstrate mastery of learning objectives.

**Topics Covered:**
1. Planning and Writing
2. Communication Process and Meetings
3. Teamwork
4. Diversity
5. Persuasion
6. Routine and Positive Messages
7. Negative Messages
8. Presentations
9. Resumes and Cover Letters
10. Interviewing
1. Planning and Writing: “Make the Message”
Learners build audience-appropriate messages and select suitable channels for message delivery.

Learning Objective(s):
- Determine the purpose, audience, and channel for typical business messages.
- Apply the writing process to construct effective business messages.

2. Communication Process and Meetings: “Meeting Success”
Using a powerful video and annotation tool, learners analyze behaviors from recordings of two meetings and provide applicable feedback in three areas: conducting positive meetings, communication strategies, and etiquette.

Learning Objective(s):
- Apply best practices for effective business communication.
- Apply accepted methods of maximizing productivity of meetings.

3. Teamwork: “Group Dynamics”
Learners must overcome a series of teamwork challenges by selecting effective collaboration strategies. As various issues surface (groupthink, conflict, withdrawing, etc.), learners must intervene and employ the right strategies (active listening, openness, compromise, etc.) to resolve the issue.

Learning Objective(s):
- Apply strategies for effective collaboration and teamwork.

4. Diversity: “Diversity Check”
Learners evaluate calls, emails, and other scenarios involving communications related to diversity. Learners must select better communication behaviors and field questions to clarify their decisions.

Learning Objective(s):
- Demonstrate sensitivity to diversity in business communication.
5. Persuasion: “Perfect Pitch”

Learners face three scenarios that challenge them to analyze the situation, gather evidence, and persuade their audience using the AIDA model (Attention, Interest, Desire, Action).

Learning Objective(s):
• Build persuasive messages using appropriate channels for delivery based on context, audience, and purpose.

6. Routine and Positive Messages:  
“Stay Positive”

Learners must send routine and positive messages to clients, partners, and internal personnel. In addition to choosing the most appropriate message from three options, learners must justify their selection by identifying relevant communication strategies from a checklist.

Learning Objective(s):
• Select appropriate strategies for routine and positive messages.
• Select effective approaches for giving and receiving feedback.

7. Negative Messages: “Spin Doctor”

Learners make improvements to a list of negative message emails. They must also provide feedback to colleagues who drop by their office for advice.

Learning Objective(s):
• Select appropriate strategies for negative messages.
• Select effective approaches for giving and receiving feedback.
8. Presentations: “Presentation Power”

Learners help a co-worker prepare for a big sales presentation, with an emphasis on Preparation, Content, Visuals, and Delivery.

**Learning Objective(s):**

- Identify the steps in planning an effective presentation.
- Apply methods for delivering an effective presentation.

9. Resumes and Cover Letters: “Hire Me”

Learners provide guidance to a friend on drafting, revising, and editing a cover letter and resume. Learners review multiple formats of cover letters and resumes tailored to different job opportunities.

**Learning Objective(s):**

- Organize and develop resumes that communicate value to potential employers.
- Organize and evaluate multiple cover letters in terms of formatting and persuasiveness.

10. Interviewing: “The Hot Seat”

As part of a hiring committee, learners review and rank verbal and non-verbal responses from three candidates during a job interview. This game also requires learners to justify the rankings assigned to each candidate.

**Learning Objective(s):**

- Apply communication strategies to succeed in each phase of a job interview.