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Business Communications  
E19\_ 94332\_ \_RS3

## FASHION INDUSRTY ROLES AND COMMUNICATIONS

Presented to Cristina Guraeib

LaSalle College  
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1.

Three strongest intelligences		
Interpersonal	Body/Kinesthetic	Intrapersonal

**Total scores:**

Verbal/Linguistic	Visual/Spatial	Musical	Logical/Mathematical
29	25	20	22
Interpersonal	Naturalistic	Body/Kinesthetic	Intrapersonal
33	24	33	32

Points for A	"A" Items	Points for B	"B" Items
19	Total Points for EXTROVERT	11	Total Points for INTROVERT

<b>My type (introvert or extrovert): Mix of both, more extrovert</b>
<b>Five challenges</b>
1. Allowing the room for others to speak
2. Listening more carefully
3. Think more before acting/speaking
4. Take more time in decision making
5. Focus more by disregarding distractions

(LaSalle, 2019).

<b>Five actions to make sure your online presence is professional</b>
1. Using only classy photos of oneself
2. Use of Professional language
3. No posting controversial topics
4. Add a link of your resume/business on social media
5. Create a LinkedIn account

(LaSalle, 2019).

<b>CAREER 1: Buyer</b>	<b>CAREER 2: Creative Director</b>
<b>(a) Four occupations I will communicate with regularly</b>	<b>(a) Four occupations I will communicate with regularly</b>
Suppliers	Models
Senior buyer	Photographers
Design team (Blackwell)	Designers (Graduate, 2019)
Merchandising team (Blackwell)	Art directors (Graduate, 2019)
<b>(b) Four career-related tasks</b>	<b>(b) Four career-related tasks</b>
Travelling to fashion/trade shows	Managing the creative team

Draw up contracts	Overseeing the projects of the creative team (Graduate Prospects, 2019)
Track Inventory	Developing advertising and promotional campaigns (Graduate, 2019)
Plan a budget	Pitching ideas to clientele (Graduates, 2019)
<b>(c) Four reasons this career is best suited for me</b>	<b>(c) Four reasons this career is best suited for me</b>
Great Communication skills: This due to my interpersonal skills and reach a positive solution in any situation	Creative vision: During my alone time I daydream and think of creative ways to run the set, runway and marketing. This retains to my intrapersonal intelligence
Knowledge about trends: I follow the trends and have a love for fashion	Leadership skills: I communicate well with others and know what best motivates people individually which allows efficiency in my team
Knowledge about fabrics: Due to my body/kinesthetic intelligence I can tell fabrics quality and materials through touch	Multitasking capabilities: In this fast-paced environment, multitasking is a must and allows myself to be efficient
People skills: Because I am very empathetic I can avoid/solve conflicts and work well as team	Can work comfortably as a team or independently: In both scenarios my interpersonal/people skills come into play or my intrapersonal skills working on my own

<b>Five actions to make sure you listen effectively to people inside or outside of your organization</b>
1. Ask questions
2. Focus on the speaker
3. Give full attention and wait for your turn to speak
4. Use appropriate body language
5. repeat/rephrase to ensure understanding

(LaSalle, 2019)

<b>Five things to make sure you behave assertively with people inside or outside of your organization</b>
1. Be respectful and straight forward
2. Setting boundaries
3. Taking responsibility for your mistakes
4. Respecting other beliefs even if you don't agree
5. Asking for help when needed

(LaSalle, 2019)

<b>Five different bibliographical sources and statistics</b>
ilasallecampus. Business Communications Module 1 Unit 2: Analyzing different personalities. 2019. <a href="https://my.ilasallecampus.com/mod/scorm/player.php?a=10904&amp;currentorg=articulate_rise&amp;scoid=78697&amp;sesskey=0yWbPYxLx7&amp;display=popup&amp;mode=normal">https://my.ilasallecampus.com/mod/scorm/player.php?a=10904&amp;currentorg=articulate_rise&amp;scoid=78697&amp;sesskey=0yWbPYxLx7&amp;display=popup&amp;mode=normal</a>
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Graduate Prospects Ltd. Creative Director. 2019. <a href="https://www.prospects.ac.uk/job-profiles/creative-director">https://www.prospects.ac.uk/job-profiles/creative-director</a>
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ilasallecampus. Business Communications Module 1 Unit 3: Self improvement for better communication. 2019. <a href="https://my.ilasallecampus.com/mod/scorm/player.php?a=10906&amp;currentorg=articulate_rise&amp;scoid=78701&amp;sesskey=0yWbPYxLx7&amp;display=popup&amp;mode=normal">https://my.ilasallecampus.com/mod/scorm/player.php?a=10906&amp;currentorg=articulate_rise&amp;scoid=78701&amp;sesskey=0yWbPYxLx7&amp;display=popup&amp;mode=normal</a>

For each of the statements below, choose a number between 1 and 5 to rate how the statement best describes you. Add up the totals at the end of each intelligence. Totals in each section cannot exceed 40 points.

- 1 – No, the statement is not at all like me.
- 2 – The statement is a little like me.
- 3 – The statement is somewhat like me.
- 4 – The statement is a lot like me.
- 5 – Yes, the statement is definitely me.

#### Verbal/Linguistic

- 0 I can use lots of different words to express myself. 5
  - 0 I feel comfortable working with language and words. 4
  - 0 I enjoy crosswords and other word games like Scrabble. 3
  - 0 I tend to remember things exactly as they are said to me. 3
  - 0 I enjoy participating in debates and/or discussions. 2
  - 0 I find it easy to explain things to others. 3
  - 0 I enjoy keeping a written journal and/or writing stories and articles. 4
  - 0 I like to read a lot. 5
- TOTAL \_\_\_\_29\_\_\_\_

#### Visual/Spatial

θ I understand colour combinations and what colours work well together. 4  
 θ I enjoy solving jigsaw, maze and/or other visual puzzles. 2  
 θ I read charts and maps easily. 3  
 θ I have a good sense of direction. 1  
 θ I like to watch the scenes and activities in movies. 3  
 θ I am observant. 3  
 θ I often see things that others miss. 3  
 θ I can anticipate the moves and consequences in a game plan (i.e. hockey sense, chess sense). 2  
 θ I can picture scenes in my head when I remember things. 4  
 TOTAL \_\_\_\_25\_\_\_\_

#### Musical

θ I often play music in my mind. 3  
 θ My mood changes when I listen to music. 4  
 θ It is easy for me to follow the beat of music. 3  
 θ I can pick out different instruments when I listen to a piece of music. 2  
 θ I keep time when music is playing. 2  
 θ I can hear an off-keynote. 2  
 θ I find it easy to engage in musical activities. 2  
 θ I can remember pieces of music easily. 2  
 TOTAL \_\_\_\_20\_\_\_\_

#### Logical/Mathematical

θ I work best in an organised work area. 5  
 θ I enjoy math and using numbers. 2  
 θ I keep a 'things to do' list. 3  
 θ I enjoy playing brainteasers and logic puzzles. 3  
 θ I like to ask 'why' questions. 3  
 θ I work best when I have a day planner or timetable. 2  
 θ I quickly grasp cause and effect relationships. 2  
 θ I always do things one step at a time. 2

TOTAL \_\_\_\_22\_\_\_\_

#### Interpersonal

- θ I can sense the moods and feelings of others. 5
- θ I work best when interacting with people. 4
- θ I enjoy team sports rather than individual sports. 4
- θ I can sort out arguments between friends. 4
- θ I prefer group activities rather than ones I do alone. 3
- θ I enjoy learning about different cultures. 5
- θ I enjoy social events like parties. 5
- θ I enjoy sharing my ideas and feelings with others. 3

TOTAL \_\_\_\_33\_\_\_\_

#### Naturalistic

- θ Pollution makes me angry. 5
- θ I notice similarities and differences in trees, flowers and other things in nature. 3
- θ I feel very strongly about protecting the environment. 5
- θ I enjoy watching nature programs on television. 2
- θ I engage in 'clean-up days'. 3
- θ I like planting and caring for a garden. 2
- θ I enjoy fishing, bushwalking and bird-watching. 1
- θ When I leave school, I hope to work with plants and animals. 3

TOTAL \_\_\_\_24\_\_\_\_

#### Body/Kinesthetic

- θ I like to move, tap or fidget when sitting. 5
- θ I enjoy participating in active sports. 4
- θ I am curious as to how things feel, and I tend to touch objects and examine their texture. 5
- θ I am well co-ordinated. 3
- θ I like working with my hands. 4
- θ I prefer to be physically involved rather than sitting and watching. 5

θ I understand best by doing (i.e. touching, moving and interacting). 5

θ I like to think through problems while I walk or run. 2

TOTAL \_\_\_\_33\_\_\_\_

#### Intrapersonal

θ I know myself well. 4

θ I have a few close friends. 5

θ I have strong opinions about controversial issues. 5

θ I work best when the activity is self-paced. 5

θ I am not easily influenced by other people. 3

θ I have a good understanding of my feelings and how I will react to situations. 3

θ I often raise questions concerning values and beliefs. 4

θ I enjoy working on my own. 3

TOTAL \_\_\_\_32\_\_\_\_

For each item, distribute three points between choices (A) and (B). Use whole numbers, not 1.5.

Example: If you feel that (A) is almost always true of you, then give 3 points to (A) and none to (B). If (A) is often true, but (B) is also sometimes true, then give 2 points to (A) and 1 point to (B).

Points for A	“A” Items	Points for B	“B” Items
2	1. At parties, I tend to talk a lot	1	1. At parties, I tend to listen a lot
2	2. People view me as lively and outgoing	1	2. People view me as calm and reserved.
2	3. I express my opinions openly.	1	3. I keep my opinions to myself
3	4. People think I am easy to get to know.	0	4. People think I am hard to get to know.
2	5. I enjoy social gatherings where I can meet lots of new people.	1	5. I enjoy being home alone and having time to myself.
3	6. I tend to speak before I think.	0	6. I tend to think before I speak.
0	7. On a plane, I enjoy talking with people I don't know.	3	7. On a plane, I prefer not to talk to people.
1	8. Spending too much time alone makes me tired.	2	8. Spending too much time with other people makes me tired.
3	9. When I have a decision to make, I like to talk it over with other people	0	9. When I have a decision to make, I like to think it through on my own.

1	10. In my neighbourhood or apartment complex, I know many people.	2	10. In my neighbourhood or apartment complex, I know a few people.
19	<b>Total points for A</b>	11	<b>Total points for B</b>

Your score Your total scores can range from 0 to 30. The “A” items are more typical of extroverts, while the “B” items are more typical of introverts. If you have a high score (20-30) in one category, then you may be likely to use that style most of the time. A moderate score (10-20) in both categories may mean that you tend to be introverted in some situations and extroverted in others