Oral Communication Excellence for Engineers and Scientists
Based on Executive Input

Judith Shaul Norback, College of Engineering, Georgia Institute of Technology

Many of us have implemented oral communication instruction in our design courses, lab courses, and other courses where students give presentations. Others have students give presentations without instruction on how to become a better presenter. Many of us, then, could use a concise book that guides us on what instruction on oral communication should include, based on input from executives from different settings. This instruction will help our students get jobs and make them more likely to move up the career ladder, especially in these hard economic times.

Oral Communication Excellence for Engineers and Scientists: Based on Executive Input is the tool we need. It is based on input from over 75 executives with engineering or science degrees, leading organizations that employ engineers and scientists. For the presentation chapter, the executives described what makes a “stellar presentation.” And for every other chapter, they gave input—on, for example, how to effectively communicate in meetings and in teams, how to excel at phone communication, how to communicate electronically to supplement oral communication, and how to meet the challenges of oral communication. They also provided tips on cross-cultural communication, listening, choosing the appropriate medium for a communication, elevator pitches, and posters; and using oral communication to network on the job.

Oral Communication Excellence for Engineers and Scientists includes exercises and activities for students and professionals, based on instruction that has improved Georgia Tech’s students’ presentation skills at a statistically significant level. Slides demonstrating best practices are included from Capstone Design students around the country.
Oral Communication Excellence for Engineers and Scientists:
Based on Executive Input
Synthesis Lectures on Professionalism and Career Advancement for Scientists and Engineers

Editors

Charles X Ling, University of Western Ontario
Qiang Yang, Hong Kong University of Science and Technology

Synthesis Lectures on Professionalism and Career Advancement for Scientists and Engineers includes short publications that will help students, young researchers, and faculty become successful in their research careers. Topics include those that help with career advancement, such as writing grant proposals; presenting papers at conferences and in journals; social networking and giving better presentations; securing a research grant and contract; starting a company, and getting a Masters or PhD degree. In addition, the series will publish lectures that help new researchers and administrators to do their jobs well, such as: how to teach and mentor, how to encourage gender diversity, and communication.

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Judith Shaul Norback
July 2013

A Practical Guide to Gender Diversity for Computer Science Faculty
Diana Franklin
April 2013

A Handbook for Analytical Writing: Keys to Strategic Thinking
William E. Winner
March 2013
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KEYWORDS
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