

The Excellent Communication Professional

... the “SEEDS” of excellent performance ...

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Research Question

What are the characteristics of excellent performance in the Communication profession?

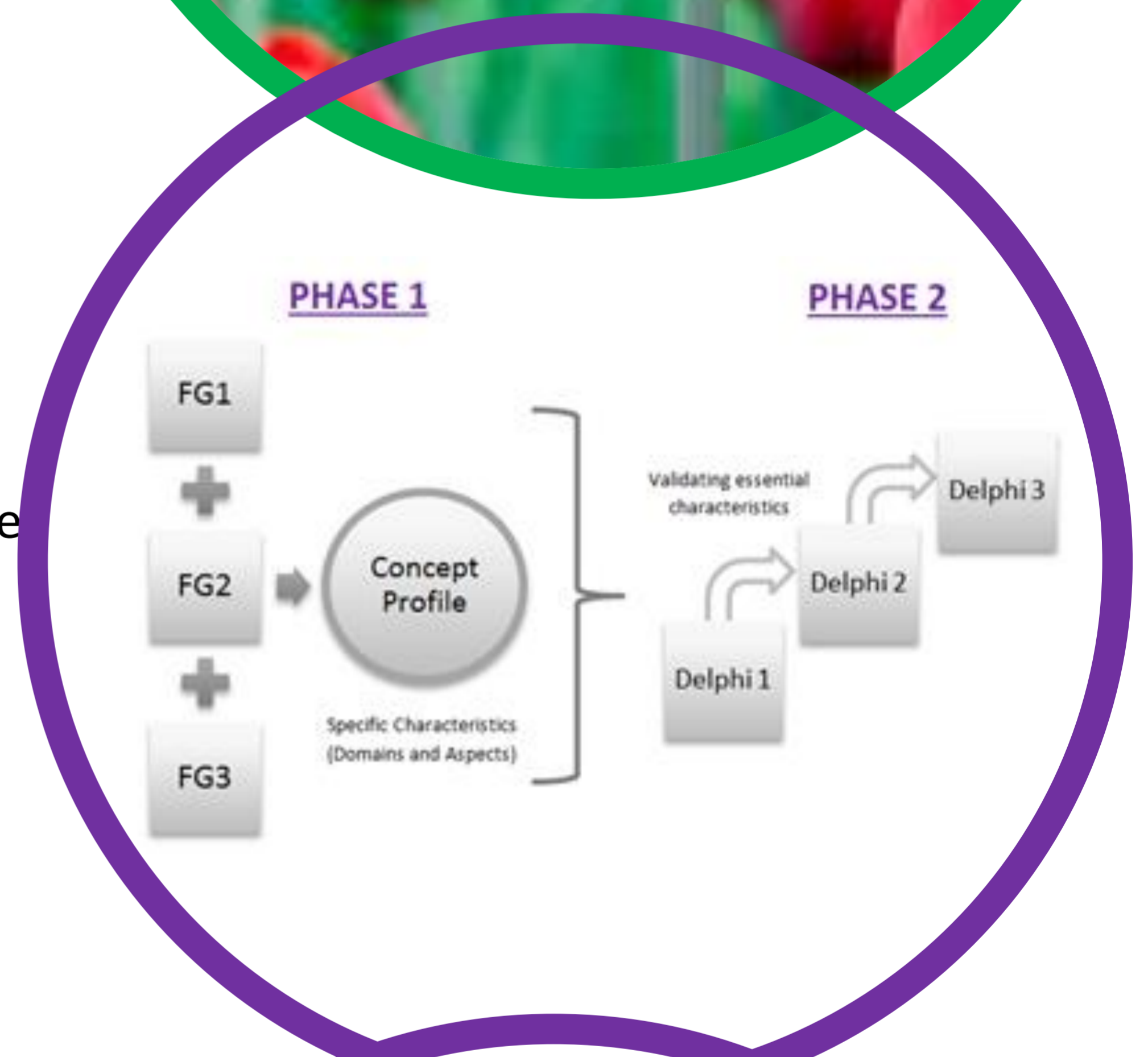
Relevance

Communications professionals play an integral role in crafting organizational responses to these challenges. It is, therefore, imperative to train the right competences to help students become professionals who can reach beyond their technical skills to synthesize this complexity.



Methods

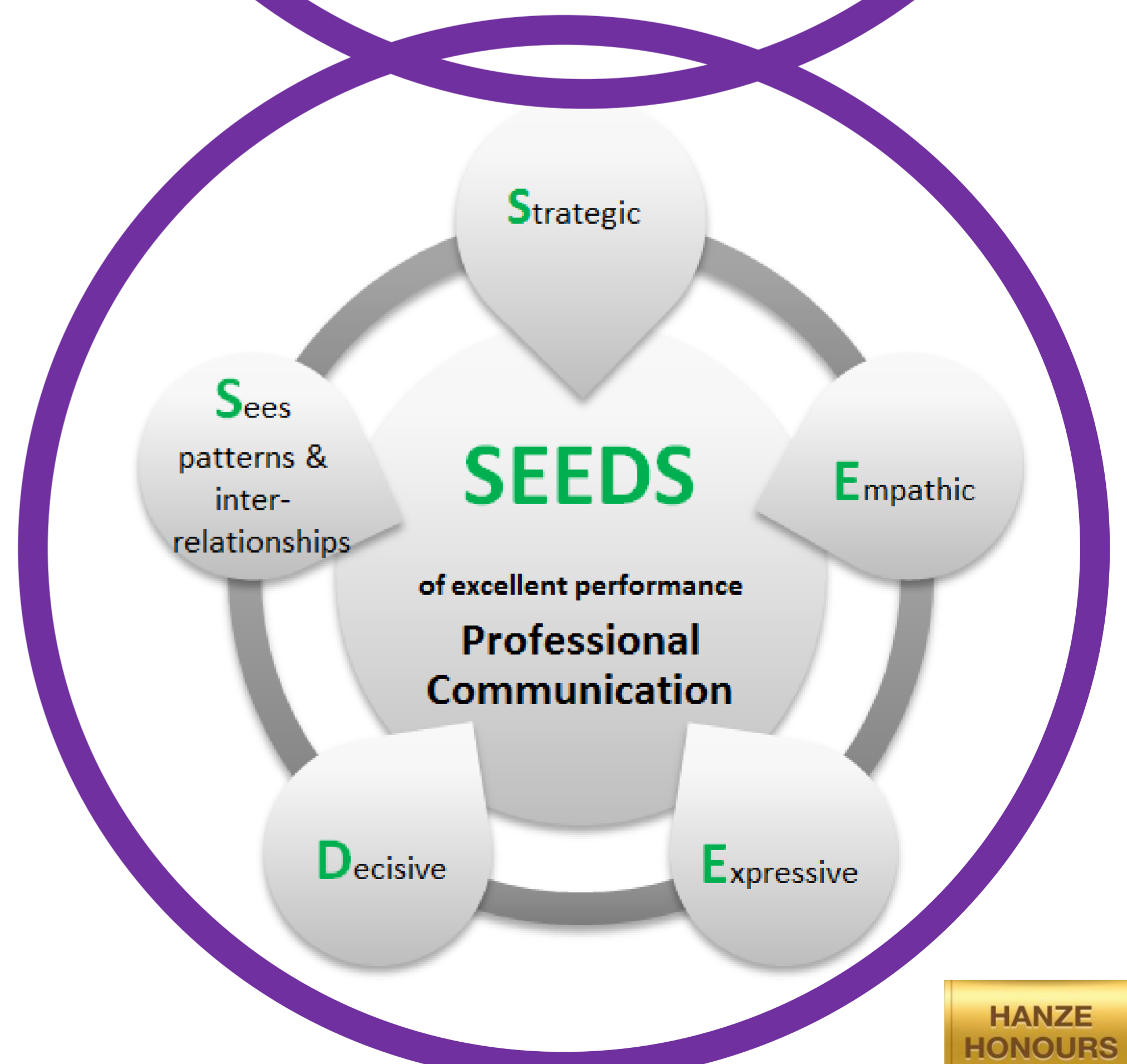
Research was conducted in two phases: three focus groups (N=16) followed by a Delphi panel survey (N=30). Respondents clarified that excellent performance is characterized by competences which transcend normative technical skill or practical communication knowledge.



Result

“SEEDS” of excellent performance :
A 5 domain 17 item profile, describes that excellent professionals are distinguished by their ability to be **strategic, empathic, expressive, decisive and see patterns and interrelationships.**

This model can be used to stimulate curricular innovation, especially for Communication honours programmes.



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