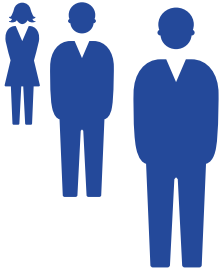





## INFORMING VS. COMMUNICATING

In this activity, you will find ways to elevate your communication.

Rapid Application Learning Activity Worksheet	
<p>While watching the video <i>Informing vs. Communicating</i>, you learned that these forms of interaction are very different. Communication is active, engaging and generates action. In comparison informing is passive, one-way and doesn't always cause action.</p>	
<p><b>Informing vs. Communicating</b></p>	<p>The Information Age is all about informing. Informing is static, it's one-way, it's passive, and doesn't always cause action. The Communication Age is about communicating. Communicating is dynamic, it's two-way, it's engaging, and usually causes action. A primary tool of the Communication Age is social media.</p>
<p><b>Activity #1</b></p> 	<p>Is there something that you are Informing others about that you want them to agree with you and take action on?</p>
<p><b>Activity #2</b></p> 	<p>What social media tools could you use to quickly communicate and collaborate with others internally or externally?</p>

## INFORMING VS. COMMUNICATING

*In this activity, you will find ways to elevate your communication.*

Rapid Application Learning Activity Worksheet	
<p><b>Activity #3</b></p> 	<p>Based on your answers for Activity #1 and Activity #2, how will you communicate with others to make sure that you generate agreement and ensure action?</p>
<p><b>Activity #4</b></p> 	<p>List one important message that you or your organization needs to communicate with a customer. What actions will you take to ensure agreement and action are taken?</p>