

Unit 8

**Propose practical
and effective
solutions**

Unit Outline

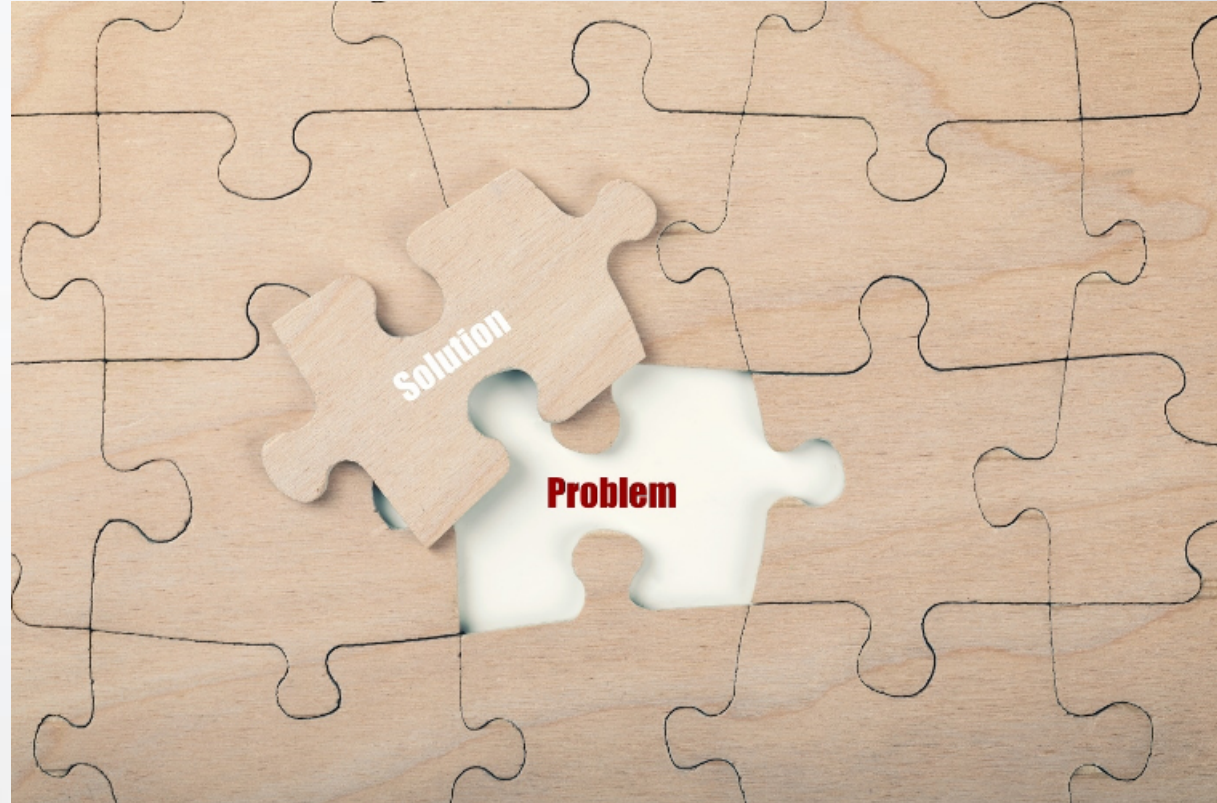
Starting up

Taking in

Building up

Carrying out

Looking beyond



Learning objectives

1

Summarize the measures for increasing event publicity and staff management

2

Follow the structure of a problem-solving proposal

3

Justify the necessity of addressing specific problems

4

Provide practical and effective solutions

5

Compose a problem-solving proposal



Taking in

Listening

Reading



Taking in

Listening

1 Work in pairs and discuss effective means of increasing publicity for events.

- Early bird registration
- Visual signs in urban area
- Event-specific advertising
- Send out emails to target audience (e-shots)
- Update information on social media
- Sponsor influencers for endorsements
- Post on professional social networks



Taking in

Listening

- 2 Listen to the lecture and complete Liu Yang's notes. [01-Unit 8-Taking in-Listening.mp3](#)

Definition of publicity for an event

The process of creating and 1) promoting people's awareness of an event through various channels and strategies

Ways to enhance the visibility and success of an event

Choose the right platform

- Events targeted at locals: work with local publishers and tap into local social media pages
- Events also aimed 2) overseas : use popular foreign websites and diversify promotional channels

Increase people's 3) awareness of and interest in the event

- Use the best-performing means: videos, audio, GIFs, etc.
- Invite the audience to engage deeply by maximizing 4) interactive messages

Start to plan event publicity campaigns early

The best timing is during the 5) conception phase .



Taking in

Listening

- 3** Work in pairs and discuss how Liu Yang can increase publicity for future events.

Reference answer:

- Create a dedicated event website and app
- Provide experiential marketing (roadshows, virtual reality, etc.)



Taking in

Reading

- 1 Work in pairs and brainstorm some ways to improve staff management.

Reference answer:

- Improve recruitment processes;
- Provide accurate performance appraisals;
- Communicate clearly and frequently;
- Empower employees;
- Reward outstanding performance.



Taking in

Reading

2 Read the passage about staff management.



Taking in

Reading

3 Complete the information by filling in the blanks.

Staff management

Manpower planning	Two assessment aspects: 1) <u>the number and types</u> of staff required for the work Requirement: no 2) <u>wastage of human resources</u> and on-time completion of the work
Selection	Definition: the process of 3) <u>choosing and appointing</u> the right candidates for various jobs Requirement: suitability of the applicant for the 4) <u>nature of the work</u>
Placement	Definition: the process of considering the selected person's aptitude and ability and putting the person in the right place



Taking in

Reading

3 Complete the information by filling in the blanks.

Staff management

Training	Benefits: increase the 5) <u>skills and abilities</u> of employees to perform specific jobs Requirement: correctly-stated 6) <u>training objectives</u> and the analysis of training needs
Coordination	Definition: the 7) <u>unification</u> , integration, and synchronization of the efforts of group members in the pursuit of common goals Key strategies: <ul style="list-style-type: none">• Understand the diversity of the team• Keep everyone in the same information loop• 8) <u>Balance</u> the workloads and schedules



Building Up

Preparing
for the
structure

Sharpening
the skills

Developing
the
strategies



Preparing for the structure

Structure of a problem-solving proposal

- 1 Work in pairs and discuss what aspects a proposal should cover and how to organize them.

Reference answer:

- Significance of the change (problem statement): why things should be changed or improved;
- Procedures (methodology): how to find out who should be involved and why the proposed activities can achieve this objective;
- Evaluation: plans to carry out the project or mission;
- Long-term plan: what measures are needed to ensure financial, human resources and strategic support.



Building Up

- 2 The following is a sample proposal for Mary Corporation's defect prevention. Label each part with its purpose in the box.

A proposal for Mary Corporation's product defects

- A. Offer feasible solutions
- B. Provide a thorough analysis
- C. Present the problem
- D. Recognize potential challenges

1) C

This proposal is aimed at helping Mary Corporation's product development managers address potential defects prior to the commercial release. The product is typically developed by a team of 5 engineers and supported by a marketing team of 10 members.

The final product package may consist of multiple hardware configurations and up to 100 software components. The commercial release will be critical for Mary Corporation's global strategy, especially in the North American market. However, a recent closed beta test found up to 10 defects in the software recently launched, including algorithmic errors and logical bugs. Therefore, the team must eliminate these defects before the commercial release and prevent the problems and potential risks associated with the defects in the future.

2) B

After a series of webinars, we concluded that there are two types of causes: R&D process-related and hardware procurement-related. These two types of causes are attributed to different team members.

Building Up

2

The following is a sample proposal for Mary Corporation's defect prevention. Label each part with its purpose in the box.

The R&D process-related causes mean the problems are generated in the phase of software development, i.e., incorrect component design and incomplete prototyping.

Failure to address these problems could lead to prolonged development cycles, increased costs, and a higher probability of delivering software products that are prone to errors and deficiencies, ultimately resulting in customer dissatisfaction and negative impacts on the reputation and competitiveness of the company. Therefore, it is crucial to identify and address them as early as possible in the R&D process to minimize their impact.

The hardware procurement-related causes are somewhat more complex, including compatibility issues and hardware design errors. The hardware devices bought for the IT infrastructure this time led to these issues. According to a recent industry survey, organizations that fail to upgrade their hardware to meet software requirements experience, on average, a 30% decrease in productivity and efficiency among software users. Additionally, the maintenance costs increase by approximately 20% due to the need for frequent troubleshooting and repairs, which can ultimately impact the organization's net profit.

- A. Offer feasible solutions
- B. Provide a thorough analysis
- C. Present the problem
- D. Recognize potential challenges



Building Up

2 The following is a sample proposal for Mary Corporation's defect prevention. Label each part with its purpose in the box.

- A. Offer feasible solutions
- B. Provide a thorough analysis
- C. Present the problem
- D. Recognize potential challenges

3) A

To solve these root problems, we recommend these improvement measures. First, at the stage of software development, it is imperative to let team members detect flaws in architecture, design, and prototyping. The measures include conducting thorough design reviews, utilizing prototyping tools and techniques, performing comprehensive testing, and documenting. Second, the software development team should be engaged in the hardware procurement process. This would ensure not only high quality of hardware, but also future scalability to prevent the accumulation of hidden problems.

When solving these problems, we still need to pay attention to some hidden difficulties and other issues that may arise, such as:

4) D

- infeasibility of thoroughly testing and validating each component and configuration;
- failure to gather and incorporate user feedback in a timely manner;
- higher costs of purchasing high-quality hardware;
- ineffective communication and collaboration between multiple teams.

Sharpening the skills

Justifying the necessity of addressing specific problems

- 1 Read the sample proposal in “Preparing for the structure” and underline the sentences that justify the importance of addressing relevant issues.

Reference answer:

The commercial release will be critical for Mary Corporation’s global strategy, especially in the North American market.

Therefore, the team must eliminate these defects before the commercial release and prevent the problems and potential risks associated with the defects in the future.

Failure to address these problems could lead to prolonged development cycles, increased costs, and a higher probability of delivering software products that are prone to errors and deficiencies, ultimately resulting in customer dissatisfaction and negative impacts on the reputation and competitiveness of the company.

According to a recent industry survey, organizations that fail to upgrade their hardware to meet software requirements experience, on average, a 30% decrease in productivity and efficiency among software users.

Additionally the maintenance costs increase by approximately 20% due to the need for frequent troubleshooting and repairs, which can ultimately impact the organization's net profit.

Justifying the necessity of addressing specific problems

- 2 Read the following paragraph and rewrite it to highlight the importance of addressing relevant problems.

Reference answer:

Underlined parts are vague, therefore unable to show importance of addressing the problems. Complaints mostly center around slow response time and a lack of satisfactory solutions. In the past few months, there has been an increase in reported customer dissatisfaction, resulting in a dramatic decrease in repeat business. We have conducted an internal audit. The audit results pointed toward understaffing and inadequate training. Furthermore, a recent case study has indicated that companies that fail to address customer service issues promptly see a substantial decrease in customer loyalty, which directly affects their revenue and growth.



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