**Why take a speech class?**

(JHH, 2010)

Research and empirical examples tell us why our department advisors require speech.

First, allow us a small bit of history:

During the golden age of Greece and Rome, citizens were schooled in the art of communication. Effective speaking, listening, and teamwork were cornerstones of effective citizenship.

When our Founding Fathers created the United States and its constitution, it was discussion and public speaking skills which provided the platform for Franklin, Jefferson, & Madison to create the world’s most illuminating and enduring democracy.

Like math and science, public communication has been a hallmark required in every school in South Dakota since its early statehood.

In the U.S. today, the study of communication is a $1 billion enterprise.

Why speech for you?

1. It will get you the job. Like it or not, we are often hired, based on our confidence and communication during the interview. In this class, you will learn the speaking and listening skills needed to “get you in the door.”
2. It will get you trained for better work. In America today, training is a scarce resource. 95% of training funds are spent on upper level management. Great companies assess who can profit the company most from training, and they train those with promise of return on investment. Research says that it is a team member’s communication skills which get them selected for training.
3. It will get you promoted. One of the great characteristics of Fortune 500 executives reported in a study by Tom Peters book In Search of Excellence was communication skill. They found that highly promoted men and women had effective communication as a common quality. And this quality holds true for front-line workers as well.
4. It will get you kept in hard times. Look at the 2009 worldwide recession. Companies downsized to remain efficient. My brother Ric is a skilled communicator for Verizon, with front line employees & execs. In the past 16 years, his service division has been downsized from over 1500 to just 15 U.S. employees. Guess what quality they have in common? Accurate communication!