

MGT 550 Milestone Two Guidelines and Rubric

Overview: For Milestone Two, you will craft the internal message that you will use to address the problem you identified in the case study. To access the final project case study, “Research in Motion: Sincerely, a RIM Employee (A),” refer to the HBR coursepack link in your syllabus. In doing so, you will specify the mediums you will use to deliver the message, explain why these mediums are important, and outline the target audience. Furthermore, you will explain how you factored in the personal needs and development of employees when creating messaging, including the considerations made to support employees through the change process that will be implemented to address the problem. Refer to the article [Helping Employees Embrace Change](#) for assistance. Finally, identify potential sources of conflict that may arise as a result of your external communication. Consider the message you are communicating as well as the medium(s) used.

Prompt: Prepare a draft of your internal communication to address the identified problem.

Specifically, the following **critical elements** must be addressed:

II. **Internal Communication**

- A. Determine the **medium(s)** that you will use to deliver your message and explain how you made this decision.
- B. Define the target **audience** of your internal communication. Include key factors and any cultural factors that you considered about this audience.
- C. Craft the **message** that you will communicate internally and explain what change management principles you considered when developing this message.
- D. Explain how you considered the personal **needs and development** of employees when creating messaging.
- E. Explain what considerations are being made in order to offer continuous **support** to employees through the change process.
- F. Identify potential sources of **conflict** that may arise as a result of your internal communication. Consider the message you are communicating, as well as the medium(s) used.

Use the following rubric to help you address the critical elements appropriately.

Rubric

Guidelines for Submission: Your internal communication should be 4 to 5 pages in length with double spacing, one-inch margins, 12-point Times New Roman font, and adherence to the latest edition of APA formatting.

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Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
Internal Communication: Medium(s)	Determines the medium(s) that will be used to deliver message and clearly explains how this decision was made, supported by text and other scholarly sources	Determines the medium(s) that will be used to deliver message, but does not explain how this decision was made, or explanation is cursory, or illogical, or not supported by text or other scholarly sources	Does not determine the medium(s) that will be used to deliver message	15
Internal Communication: Audience	Defines the target audience of internal communication, including key factors and any cultural factors that were considered, supported by text and other scholarly sources	Defines the target audience of internal communication but definition is vague or key factors and cultural factors are missing or not supported by text or other scholarly sources	Does not define the target audience of internal communication	15
Internal Communication: Message	Crafts internal message and explains change management principles that were considered in its development, supported by text and other scholarly sources	Crafts internal message and explains change management principles that were considered in its development but message lacks cogent connections to change management principles or is not supported by text or other scholarly sources	Does not craft an internal message and explain change management principles that were considered in its development	15
Internal Communication: Needs and Development	Explains how the personal needs and development of employees were considered when creating messaging, supported by text and other scholarly sources	Explains how the personal needs and development of employees were considered when creating messaging but explanation is illogical or lacks cogent connections between the needs and development of the employees and the messaging, or is not supported by text or other scholarly sources	Does not explain how the personal needs and development of employees were considered when creating messaging	15
Internal Communication: Support	Explains what considerations are being made to offer continuous support to employees through the change process, supported by text and other scholarly sources	Explains what considerations are being made to offer continuous support to employees through the change process but explanation does not reference internal communications, or considerations are illogical or not supported by text or other scholarly sources	Does not explain what considerations are being made to offer continuous support to employees through the change process	15
Internal Communication: Conflict	Identifies potential sources of conflict as a result of the communication, supported by text and other scholarly sources	Identifies potential sources of conflict as a result of the communication but response is illogical or does not consider the messaging and the mediums used, or is not supported by text or other scholarly sources	Does not identify potential sources of conflict as a result of the communication	15
Articulation of Response	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	10
Total				100%