



## TALKING STICKS AND APPLIED RESEARCH METHODOLOGY ACTIVITY

**PURPOSE: TO MAKE YOU AWARE OF**

### STEP 1

1. USE OF THE FHSU LIBRARIAN COMMUNICATION FEATURE

### STEP 2

2. APPLIED RESEARCH METHODOLOGY

### STEP 3

3. LINKEDIN AS A PROFESSIONAL DEVELOPMENT TOOL

### STEP 4

4. YOUR CONTINUED DEVELOPMENT OF POWERPOINT AND PRESENTATION SKILLS

### STEP 5

5. A CULTURAL APPROACH TO ENSURE RESPECT DURING MEETINGS. HOW? THE PERSON HOLDING THE TALKING STICK OR SPEAKER & #39;S STAFF HAS THE RIGHT TO SPEAK WHILE OTHERS ACTIVELY LISTEN. THE STICK IS PASSED AROUND (OR BACK AND FORTH), UNTIL EVERYONE HAS BEEN HEARD AND EVERYTHING THAT NEEDS TO BE SAID IS SAID.



## INSTRUCTIONS

1. READ THE SERIES OF EMAIL BETWEEN THE OWNER OF AN ONLINE BUSINESS, JENNIFER KINNEAD AND ME ON THE PURCHASE OF THREE TALKING STICKS FROM SOUTH AFRICA. HOW WOULD YOU DESCRIBE THE TONE OF THE CONVERSATION? USE THE TALKING STICKS! HAVE FUN!

2. IN YOUR TEAM, READ THE FOLLOWING ARTICLE.

CLIFTON, J. (2006). A CONVERSATION ANALYTICAL APPROACH TO BUSINESS COMMUNICATION. JOURNAL OF BUSINESS COMMUNICATION, 43(3), 202-219. DOI: 10.1177/0021943606288190

3. DISCOVER JONATHAN CLIFTON ON LINKEDIN

4. LOCATE ONE OF CLIFTON'S SIX PUBLICATIONS IN THE FHSU LIBRARY POSTED ON LINKEDIN. (SEE BELOW). GO TO THE FHSU LIBRARY PAGE AND BEGIN A CONVERSATION WITH A LIBRARIAN TO HELP YOUR TEAM LOCATE THE ARTICLE YOU HAVE SELECTED.

5. PREPARE A SLIDE PRESENTATION (5-8 SLIDES) COMPARING A CONVERSATION ANALYTICAL APPROACH TO BUSINESS COMMUNICATION AND THE ARTICLE YOU HAVE SELECTED. NOTE: NOT EVERYONE ON THE TEAM WILL NEED TO PRESENT.

6. USE THE TALKING STICKS TO RUN YOUR DISCUSSION WITH YOUR CLASSMATES AT THE END OF YOUR PRESENTATION. HAVE FUN AGAIN!

HELLO JAMES,

I HOPE YOU ARE DOING WELL. THANKS SO MUCH FOR YOUR ORDER OF (3) MASAI TALKING STICKS. WE WILL SHIP THEM ON MONDAY. AFTER THEY SHIP WE WILL PROVIDE YOU WITH THE TRACKING NUMBER. THANKS SO MUCH. HAVE A LOVELY WEEKEND.

JENNIFER KINKEAD

THANKS!  
STAY SAFE. ENCOURAGE OTHERS TO DO THE SAME.  
DR. JAMES ("SKIP") WARD

HELLO JAMES,

I HOPE YOU ARE WELL. I JUST ATTEMPTED TO SHIP YOUR PACKAGE. THE POST OFFICE SAID THAT THE ADDRESS AND ZIP CODE DO NOT MATCH. THEY HAVE THE ZIP AS 67601. COULD YOU LET ME KNOW WHICH IS CORRECT?  
THANK YOU.

JENNIFER KINKEAD

HELLO JENNIFER,  
167601 IS CORRECT. WHAT TIME CAN I CALL YOU THIS AFTERNOON AFTER 3:00? WE ARE BOTH CST  
STAY SAFE. ENCOURAGE OTHERS TO DO THE SAME.

HELLO JAMES,

I AM FREE TO CHAT TODAY UNTIL 3:20. I HAVE AN OFFSITE MEETING AT 4:00 THAT WILL RUN UNTIL 6:00. PLEASE GIVE ME A CALL OR WE CAN CONNECT ANOTHER TIME. 612-750-2541  
I WILL CHANGE THE ZIP AND SHIP TOMORROW.  
TALK SOON. THANK YOU AGAIN FOR YOUR ORDER.

JENNIFER KINKEAD

THANKS!  
STAY SAFE. ENCOURAGE OTHERS TO DO THE SAME.  
DR. JAMES ("SKIP") WARD

HI JAMES,

THANKS FOR THE NOTE. I STARTED WORKING ON THIS EARLIER TODAY. WHEN WOULD YOU LIKE TO HAVE IT FINISHED?  
HERE IS A SLIDE SHOW THAT I PUT TOGETHER FOR A PRESENTATION ABOUT MY BUSINESS. [HTTPS://JELLAWORLDARTISTCOLLECTIONS.COM/WP-CONTENT/UPLOADS/2019/05/JELLA-STORY.PDF](https://jellaworldartistcollections.com/wp-content/uploads/2019/05/JELLA-STORY.PDF)  
AT UST.

THANKS FOR THE SHOUT OUT ON TWITTER! ALSO MY LAST NAME IS KINKEAD. UNUSUAL SPELLING :)  
THANK YOU.  
TALK SOON.

JENNIFER KINKEAD



# TALKING STICKS



# JELLA WORLD ARTIST COLLECTION

## BACKGROUND:

I HAVE A DEGREE IN MARKETING FROM THE UNIVERSITY OF ST. THOMAS IN ST. PAUL, MN. I WORKED FOR 6 YEARS FOR XEROX CORP. AS A SALESPERSON. THE TRAINING THAT I RECEIVED FROM XEROX HAS HELPED ME IMMENSELY OVER THE YEARS. I STAYED HOME WHEN I HAD MY KIDS AND DID PR WORK FOR A NONPROFIT, GIVE US WINGS. [WWW.GIVEUSWINGS.ORG](http://WWW.GIVEUSWINGS.ORG)

## WHAT DREW ME TO ONLINE GLOBAL BUSINESS? HOW DID I GET STARTED?

GIVE US WINGS DOES WORK IN KENYA AND UGANDA. I KNOW PEOPLE INVOLVED IN THE WORK BEING DONE THERE AND WANTED TO STAY ENGAGED IN THE WORLD WHILE I WAS STAYING HOME RAISING MY KIDS, SO I TOOK ON PUBLIC RELATIONS FOR THEM. I FOUND THE WORK TO BE VERY REWARDING AND GOT TO KNOW THE MEMBERS OF THE COMMUNITIES WHERE WE WORKED THROUGH THE PHOTOS AND THE PROFILES ON THE COMMUNITY MEMBERS THAT WE COLLECTED. I STARTED THIS WORK IN 2006 AND IN 2011 WENT TO AFRICA FOR THE FIRST TIME. MY CHURCH HAD BUILT A CLINIC THERE AND I WANTED TO BE THERE FOR THE OPENING CEREMONY. I FOUND THAT CONVERSATION WITH THE PEOPLE WAS A LITTLE DIFFICULT AT FIRST. I WANTED TO LEARN ABOUT WHAT LIFE WAS REALLY LIKE IN THE COMMUNITIES WHERE WE WERE WORKING. I KNEW A LITTLE ABOUT THEM AND THEIR LIVES,

BUT THE CONVERSATION REALLY STAYED ON THE SURFACE. ONE OF THE VOLUNTEER RESPONSIBILITIES WHILE TRAVELING WITH GIVE US WINGS IS TO COLLECT ART THAT WE BRING BACK TO THE US AND SELL TO RAISE MONEY FOR THE PROJECTS THAT GIVE US WINGS IS DOING. I FOUND THAT WHEN I ENGAGED PEOPLE IN CONVERSATION ABOUT ARTWORK, WHO MADE IT, HOW THEY MADE IT AND WHAT IT REPRESENTS THE CONVERSATION FLOWED EASILY. I WAS ABLE TO LEARN ABOUT THEIR FAMILIES AND TRADITIONS THROUGH CONVERSATION ABOUT THEIR ARTWORK. IT LED TO MEETING OTHER PEOPLE AND LEARNING ABOUT THEIR STORIES. IT ALSO WAS AN OPPORTUNITY FOR PEOPLE IN THESE REMOTE VILLAGES TO SELL MORE THAN ONE PIECE OF ART TO A TOURIST PASSING THROUGH. I WAS BUYING MULTIPLE PIECES AND THE ARTISTS WERE WILLING TO CREATE CUSTOM PIECES FOR ME. I PAID WELL AS MY MISSION WAS NOT TO GET THE BEST DEAL BUT TO HELP PEOPLE IN THE COMMUNITY BECOME SELF-SUFFICIENT.

I FOUNDED JELLA WORLD ARTIST COLLECTIONS AND RETURNED TO AFRICA SIX MONTHS LATER WITH MY FAMILY. I DEVELOPED A RELATIONSHIP WITH THE DRIVER THAT I HAD ON THE FIRST TRIP, PATRICK. HE HAS BEEN MY CONNECTION TO THE ARTISTS THAT I BUY FROM. SO OFTEN THE PEOPLE IN AFRICA THAT CREATE THE ART THAT I BUY DO NOT HAVE PHONES OR COMPUTERS. HE KNOWS THE LANGUAGE, USES EMAIL, AND SHIPS TO ME. I BOUGHT AN IPHONE FOR HIM SO THAT HE CAN TAKE GREAT PHOTOS AND WE CAN EASILY COMMUNICATE. HE AND I HAVE WORKED VERY CLOSELY TOGETHER. A COUPLE OF YEARS BACK, HE WANTED TO MOVE AWAY FROM BEING A SAFARI DRIVER BECAUSE COVID HAD REALLY SHUT DOWN TOURISM. I CREATED A GROUP OF ADVISORS AND INVESTORS, AND WE CREATED A BUSINESS PLAN AND RAISED 18K SO THAT PATRICK COULD OPEN A HARDWARE STORE. THE BUSINESS HAS HAD CHALLENGES, BUT MOST VENTURES DO. PATRICK STILL MAKES TIME TO RETRIEVE THE ART THAT I NEED IN AFRICA. AFTER A COUPLE OF YEARS FOCUSING ON AFRICA I BRANCHED OUT TO OTHER COUNTRIES. NOW I BRING IN PIECES FROM ALL OVER THE WORLD. ARTISTS IN 18 COUNTRIES SUPPLY ME WITH ART.



## WHAT FORMS OF

### COMMUNICATION DO I USE?

TODAY I MAINLY USE WHATSAPP BOTH TO COMMUNICATE WITH PEOPLE I AM TRAVELING WITH AND WITH ARTISTS THAT I MEET. ORIGINALLY, WHEN I STARTED MY BUSINESS IN 2010 I WAS USING EMAIL. THAT WAS CUMBERSOME AND SLOW. IT MEANT TAKING PHOTOS AND SENDING THEM TO MY COMPUTER TO SEND TO ARTISTS. NOW I CAN USE MY IPHONE TO TAKE A PHOTO AND SEND IT USING WHATSAPP. THAT FORM OF COMMUNICATION SAVES THE PAST CONVERSATION WHICH MAKES IT EASY TO REFER BACK TO WHAT WAS SAID AND AGREED UPON.



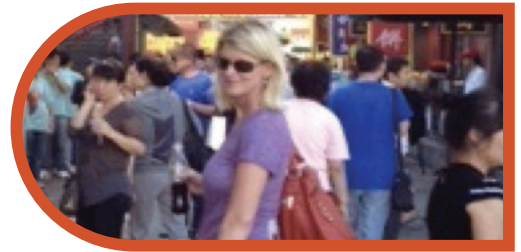
WHEN I WAS IN CHINA I MET A MAN AT A COFFEE SHOP THAT BECAME ONE OF MY SHOPPERS IN CHINA. I WAS USING THE COFFEE SHOP AS MY HOME BASE WHILE RETRIEVING THINGS FROM THE MARKET. MY HUSBAND WAS WORKING FROM THE COFFEE SHOP AND COULD KEEP AN EYE ON MY PIECES. THE MAN I MET, HOA, WAS INTRODUCED TO ME BY THE COFFEE SHOP OWNER. I WAS BUYING SO MUCH MERCHANDISE FROM THE MARKET AND THE COFFEE SHOP OWNER WAS CURIOUS ABOUT WHAT I WAS DOING SO HE STARTED TALKING WITH US. I ASKED HIM IF HE KNEW ANYONE WHO COULD BECOME MY SHOPPER IN CHINA. HE CALLED A FRIEND, HOA, WHO ARRIVED 15 MINUTES LATER AND BECAME MY PARTNER IN CHINA. HE DOWNLOADED WECHAT ONTO MY PHONE. IT WAS A TRICKY APP BECAUSE IT HAD TO BE DOWNLOADED USING INFO FROM A CITIZEN OF CHINA. FORTUNATELY, HOA KNEW HOW TO DO IT AND HE SET THE WHOLE THING UP. UNFORTUNATELY, TRUMP BANNED THE APP IN 2020. WE KNEW THAT THE BAN WAS COMING BUT IT HAPPENED SUDDENLY, IT WAS DIFFICULT TO COMMUNICATE WHILE WE TRIED TO FIND A FORMAT THAT WE COULD USE. HOA FIGURED IT OUT AND WAS ABLE TO FIND ME ON LINKEDIN. WHERE THERE IS A WILL THERE IS A WAY.

### WHAT INSPIRED MY LOGO AND TAGLINE?

WHEN I STARTED MY BUSINESS, I GAVE A LOT OF THOUGHT TO THE NAMING IT. I CAME UP WITH CLEVER NAMES AND FOUND THAT THE MORE CLEVER THE NAME THE HARDER TO REMEMBER AND TO SPELL. I HIRED A MARKETING TEAM TO COME UP WITH MY LOGO AND NAME. THEY DESIGNED THE CIRCLE WITH VARIOUS COLORS RUNNING THROUGH IT TO REPRESENT THE DIVERSITY OF THE EARTH. IN THE END I NAMED MY BUSINESS JELLA WHICH IS WHAT MY FRIENDS HAVE CALLED ME SINCE WE TRAVELED TO ITALY TOGETHER 20 YEARS AGO. THE TAG LINE "A COLLECTION OF ART AND JEWELRY FROM AROUND THE WORLD" SUMS IT UP.

### A FUNNY STORY BASED ON A COMMUNICATION SNAFU.

ON MY FIRST DAY IN CHINA, I HEADED TO THE MARKET WITH A HUGE SUITCASE ON WHEELS FILLED WITH BUBBLE WRAP AND TAPE. IT WAS A HARROWING DAY. IT WAS HOT, 98 DEGREES. I HAD BEEN IN CHINA FOR ONLY A COUPLE OF HOURS AND MANAGED TO GET MYSELF TO ONE OF THE HUGE MARKETS IN BEIJING SO I COULD SHOP FOR HOME GOODS AND JEWELRY FOR MY BUSINESS. LANGUAGE WAS A BARRIER, AND THERE WERE SO MANY PEOPLE AND SO MANY STALLS TO SIFT THROUGH. WHAT WAS I LOOKING FOR? I SPENT HOURS UPON HOURS LOOKING. IT WAS NEARING 6 PM, AND THE MARKET WAS CLOSING. I REALIZED THAT I NEEDED TO MAKE SOME DECISIONS. I HAD SEEN, HOURS AGO, A VENDOR WHO WAS SELLING AMAZING JADEITE AND SOAPSTONE



CARVINGS. I HAD TO FIND HIM, CHIANG. RETRACING MY STEPS, I MANAGED TO LOCATE HIM. WE GOT TO THE POINT WHERE I HAD SELECTED 20 AMAZINGLY BEAUTIFUL PIECES OF CARVED STONE. WE HAD THE PRICES WHERE WE BOTH NEEDED THEM TO BE AND IT WAS TIME TO PAY. I PULLED OUT MY VISA AND EVERYTHING STOPPED. HE WAS A CASH ONLY OPERATION. I HAD BROUGHT WITH ME A CHARGE CARD, A SMALL AMOUNT OF CASH ALONG WITH MY DEBIT CARD. I DIDN'T KNOW THAT I WOULD NOT BE ABLE TO USE MY CHARGE CARD IN THE MARKETS. IT WAS TOO LATE. THE MARKET WAS CLOSING FOR THE WEEK AND AN ENTIRE DAY WOULD BE LOST IF I COULD NOT GET THE CASH. THE SHOP OWNER CALLED A COUSIN WHO CAME TO THE MARKET. THE COUSIN SPOKE SOME ENGLISH. HE WROTE DOWN THE PHONE NUMBER OF THE MAN I HAD BEEN DEALING WITH AND WE MADE A PLAN THAT I WOULD GET CASH THE NEXT DAY AND I WOULD TEXT HIM, THEN WE WOULD MEET IN A PARK NEAR THE MARKET. I HAD A SLEEPLESS NIGHT. THE NEXT MORNING, I WENT TO THE BANK AT MY HOTEL TO GET CASH, THE ATM ATE MY DEBIT CARD. I TOLD THE FRONT DESK AND THEY WROTE A NOTE IN CHINESE THAT SAID, "TAKE THIS LADY TO THE BANK OF CHINA," AND I WAS ABLE TO GET A CASH ADVANCE ON MY VISA CARD THERE. THEN I TEXTED THE GUY, "I HAVE A TON OF CASH. LETS MEET." AS SOON AS I SENT THAT TEXT I REALIZED THAT WAS NOT THE SMARTEST THING TO SAY. I WAS MEETING A MAN I DID NOT KNOW IN A PLACE THAT HE CHOSE AND HAD TOLD HIM THAT I HAD "A TON OF CASH." IT WAS A VERY STRESSFUL SITUATION. IT WAS ALSO AMAZING BECAUSE THE GUY SHOWED UP AND HELPED ME COUNT THE RMB (THEIR CURRENCY), HELPED ME BUBBLE WRAP EVERYTHING AND PACK IT IN MY ROLLING SUITCASE. NOW ANOTHER PROBLEM EMERGED. I HAD JUST BOUGHT A SUITCASE FULL OF FRAGILE STONE THAT I WOULD NEED TO HAUL ALL OVER ASIA FOR 2 WEEKS. NOT ONLY HAUL IT AROUND BUT I WOULD NEED TO FLY TO SOUTH KOREA WITH IT AND THEN BACK TO THE US.

I LEARNED SEVERAL VERY VALUABLE LESSONS ON THIS FIRST TRIP TO ASIA.

I MANAGED TO GET ALL OF THE PIECES BACK TO THE US BUT IT WAS PRETTY TRICKY. I NOT ONLY LEARNED THOSE LESSONS, BUT I LEARNED THAT THIS GUY WHO I HAD NEVER MET BEFORE WAS INTERESTED IN HELPING ME. HE COULD SEE THAT THIS RELATIONSHIP COULD BE GOOD FOR HIM TOO AND WE CREATED A PARTNERSHIP. COMMUNICATION IS TRICKY WHEN I WORK WITH HIM IN PERSON BUT WHEN WE COMMUNICATE NOW WE BOTH USE GOOGLE TRANSLATE AND THAT SOLVES THE PROBLEM. CHIANG STILL SHIPS TO ME. HE RIDES HIS MOTORCYCLE ALL OVER CHINA GETTING STONE AND WOOD CARVINGS FOR ME. HE IS RELIABLE, I WIRE HIM MONEY AND HE ACCOUNTS FOR EVERY PENNY SPENT. IT IS ALWAYS A LEAP OF FAITH WHEN I

WIRE MONEY TO PEOPLE FOR THE FIRST TIME BUT I HAVE LEARNED TO TRUST MY INSTINCTS.



# STEP 1

1. BRING CASH.

# STEP 2

2. DON'T TELL PEOPLE YOU ARE BRINGING A TON OF CASH.

# STEP 3

3. DO NOT BUY A SUITCASE FULL OF STONES.

