

Interactive Presentation

Give a 7- to 8-minute interactive talk with visual aids to a managerial audience. You must not only allow but encourage questions during the presentation (but within the 7- to 8-minute total length). NOTE: You are responsible controlling the pace of the presentation so that you can manage to cover key points. Interruptions take more time than you expect, so plan accordingly.

Choose a specific business audience and context requiring you to persuade someone to do something. You may base the presentation on material in one of your other courses, on a paper or research project you have done, or on your own experience. (Some examples are given below.) Because you will want other students in your lab session to ask appropriate questions, choose a topic they are likely to be familiar with or can understand easily. If you have any doubts about your topic, discuss it with your instructor or TA before you develop the talk.

At the time of your presentation, give your instructor or TA the following information, *in writing*:

- a detailed description of your situation (including the subject, the audience, the context, and your credibility)
- an outline of your presentation
- paper copies of all visual aids

You will also describe the audience and context orally before you begin your presentation.

Sample Topics

Here are some sample topics to give you ideas:

- Your company wants to expand internationally and is debating between entering one of two countries. Argue for one country or the other.
- You have been asked to do recruiting for your company. Create a presentation that you could bring to a business school to entice seniors to interview with you.
- Management is debating dropping one of the product lines your company manufactures. Argue for or against this strategy.
- Management is debating merging with another company. You have researched the company that is the target of the potential merger. Describe that organization's "company culture," and why it is or is not compatible with your own.

- There is a position open in your division. There are two candidates for the position. Make an argument for one of them.

Revision of This Presentation

Revision of this presentation is entirely optional. If you do chose to revise, the grade you receive on your revision will be averaged with your original grade to determine your final grade.

CRITERIA FOR GRADING

Strategy: Was your strategy appropriate for the goals, the audience, and the context as you've defined them? Did you achieve the goals you set out for this presentation?

Structure: Was your structure (relatively direct/relatively indirect) appropriate? Was the presentation organized in a manner that the audience could easily follow? Did you use transitions effectively to move from point to point and to move from questions back to your talk?

Content: Have you provided enough detail for the audience to understand your main points? Did your introduction generate audience interest and preview the presentation? Did your conclusion wrap up the talk?

Delivery: Was your delivery relatively smooth? Did you demonstrate enthusiasm and an interest in the audience's needs? Did you use gestures in a way that was comfortable for you and not distracting to the audience? Did you make eye contact with all members of the audience?

Visual Aids: Did your visual aids enhance your presentation? Did they follow the principles of good design? Did you use the visuals effectively?

Q&A: Did you invite questions at the beginning of your talk? Were you able to handle interruptions, questions, and comments professionally? Did the content of your answers satisfy the audience? Did you keep your presentation on track?

POINTS

10