

## The Team Presentation

Each group will have 15 minutes to present, including questions and discussion. All students in the group should be involved and the group may use visual aids as needed. The presentation should be aimed at the business audience you have identified and should cover both specific communication styles in your chosen country and situation as well as underlying values and assumptions.

If you choose to include a skit in your presentation, do so in a way that does not restrict your ability to demonstrate your competence in delivering a professional team presentation as defined in the criteria for grading.

At the time of your presentation, you should hand your instructor the following:

- a memo describing the business audience and situation and providing an outline of the presentation
- paper copies of all visual aids.

**Grade Weight**            15%

### **Criteria for grading**

**Group Delivery:** Were group members and topic introduced effectively? Was the tone consistent throughout the presentation? Were transitions between speakers handled smoothly? Was the presentation easy to follow? Did the group manage time effectively? Did the group present itself professionally and appropriately for the business audience?

**Content:** Was there depth to the intercultural analysis presented? Did the presentation identify underlying cultural values, norms, and communication patterns relevant to the audience's needs? Did the group provide specific and appropriate examples to illustrate cultural differences?

**Visual Aids:** Were visual aids consistent both among group members and between media if more than one medium was used?

**Q&A/Discussion:** Were questions answered knowledgeably and thoroughly? How did the team as a whole manage the Q&A process?