

## Assignment 2: Persuasive presentation (20%)

### Procedure

1. Choose a presentation topic
2. Prepare **strategy outline (A2a)** for Session 2 (your analysis of the presentation situation)
3. Prepare the actual presentation including any slides you intend to use (maximum of 5)
4. Present in Session 3: 6-8 minute presentation with peer feedback
5. Write a **reflection paper (A2b)** - by 5pm 18 November.

### Topic

Prepare a 6-8 minute persuasive presentation. You can choose any topic for your presentation, but it should be business-related and targeted at a specific audience, either here in the school (Aalto management, fellow students, potential students, exchange students, corporate partners) or at the company where you work (top management, colleagues, company personnel, customers, suppliers, buyers, partners etc).

Examples:

- Improvements in working methods / processes / policies (audience: company management)
- Organisation of studies in Aalto Biz: curriculum, methodology, internships (audience: Aalto Biz mgt)
- Promoting Aalto studies (audience: upper secondary pupils)
- Requesting company to be involved in school activities / courses (audience: potential partner)
- Promoting Aalto as a place to study (audience: upper secondary pupils)

Please be prepared to present with an absolute maximum of **5 slides**. If you intend to use slides you'll need to have your laptop / notebook / tablet with you when we have the presentations.

### A2a Strategy outline (10%)

Please bring **two copies** of this strategy outline along to class in Session 2: one for peer feedback and one for submission. Your strategy outline should draw on theories/concepts presented in Chapter 1 of Munter and include:

- **Presentation topic**
- **Message outcome / objective**: What do you want your audience to think, feel or do as a result of your message?
- **Audience analysis**: Who is your audience? What do they know and expect? What do they feel? How can you persuade them?
- **Audience resistance**: Is it clear how the presenters intend to overcome any possible audience resistance? What strategies will they employ?
- **Credibility**: What is your initial credibility as a communicator in the situation you have chosen for your presentation? How will you endeavour to enhance your credibility?
- **Content and structure**: How will you organise your ideas? Direct or indirect? Can you use any of the organisational patterns provided?
- **Evidence**: What evidence will you provide to support your position?
- **Benefits**: What audience benefits will you focus on?

**Length: 1-2 pages, single-spaced.**

**Final Strategy Outline deadline extended to: 5pm, Friday 6 November.**

### **A2b Self-reflection (10%)**

Summarize and critically reflect on the feedback you received on your presentation. What kind of feedback did you get, what did you learn from it? You should answer at least the following questions, but may well include other aspects as well.

1. What are the most central issues you received feedback on? What feedback was most useful?
2. Based on the feedback, what seem to be your strengths as a presenter?
3. What seem to be issues you should pay more attention to overall when giving presentations?
4. Did you learn anything new about yourself as a presenter? Were there any surprises?
5. Based on the feedback, what will you do differently in the next presentation assignment?

**Length: 1-2 pages, single-spaced.**

**Due: by 5pm 18 November.**

### **Grading criteria: strategy outline**

**Grade 5:** The outline provides a thorough and comprehensive description of the communication strategy and the detailed rationale behind it. It is clear that the student has made use of the course readings when designing the message. The outline is clearly structured and reader-friendly (good paragraphing, effective headings, listing).

**Grade 4:** The outline provides a clear description of the communication strategy and provides some explanation behind the choices that have been made. It is clear that the student has made some use of course readings when designing the message. The outline is clearly structured and reader-friendly.

**Grade 3:** The outline provides a rather general description of the communication strategy and the rationale behind it. Little use has been made of course readings when designing the message. The outline is not very reader-friendly.

### **Grading criteria: self-reflection grading criteria**

**Grade 5:** The self-reflection provides a rigorous and highly insightful analysis of the presentation drawing on comments made by peers and making extensive use of relevant communication theory. It provides a detailed analytical account of how the student thinks s/he managed to reach both her/his own objectives, and those areas where there is still room for improvement. The analysis is clearly structured and reader-friendly.

**Grade 4:** The appraisal provides a fairly comprehensive analysis of the presentation drawing on comments made by peers and relevant communication theory. It lists but does not necessarily discuss in detail those areas where the student thinks s/he managed to reach her/his objectives, and those areas where there would still be room for improvement. The outline is clearly structured and reader-friendly.

**Grade 3:** The appraisal provides a general analysis of the presentation, listing areas that the student thinks were strong, as well as areas where there would still be room for improvement. Peer feedback is

incorporated to a limited extent and there are some references to communication theory. The outline is not very reader-friendly.