

Business Communication (3cr)

MLI61A130

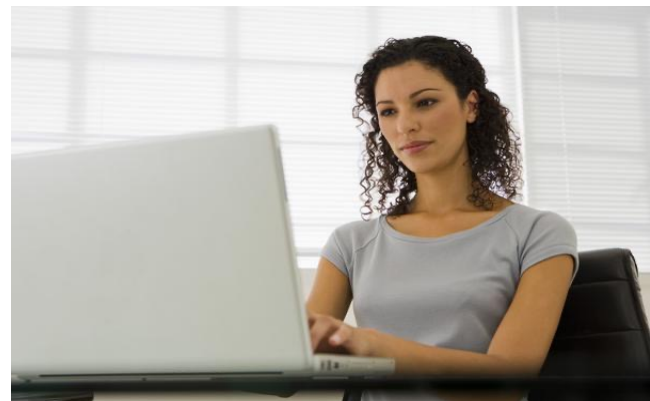
Session 3



Lecturer: Mark Badham

Today's agenda

1. **Session 2 Reflection feedback**
2. **A2a Individual Presentation Strategy Outline:**
 - Peer review of A2a strategy outline draft (in pairs)
3. **A2 Individual Presentations (2-minute topic presentations)**
4. **Lecture: High Impact Presentations**
5. Instructions for **A2 Presentations** tomorrow
6. Instructions for **A3 Test (Monday)**



1. Session 2 Reflection feedback

How to request something **strongly yet politely and humbly**?

How to sound more **respectful** when writing an email to a person with higher status? When doing the peer review today, **you corrected some points in the ending part of the email because they lacked politeness, but I thought it was normal to write so.**

How much **white space** and where for the perfect format?

2. A2a Individual Presentation Strategy Outline

Topic: You can freely choose the topic, as long as it is persuasive and appropriate and related to business or university.

Write a **strategy outline** which

(a) covers the points listed below (presentation situation & components of persuasion) and

(b) links your analysis to the theory presented in Input 1 (communicating strategically) and Input 2 (persuasive techniques).

Presentation situation in a nutshell:

Presentation topic: What is the presentation about?

Title: What would be a catchy title for your presentation?

Message outcome / objective: What do you want your audience to think, feel or do as a result of your message? (COMMUNICATOR STRATEGY)

Audience analysis: Who is your audience? What do they know and expect? What don't they know? How do they feel about your topic? What objections might they have? How can you persuade them? (AUDIENCE STRATEGY)

Components of persuasion: input 2 persuasive techniques:

- Ethos (eg credibility) (COMMUNICATOR STRATEGY)
- Logos (your arguments)
- Pathos (audience feelings) (AUDIENCE STRATEGY)
- Persuading through structure

Logos incorporated into following assignment instructions:

Make sure your outline gives the reader of the outline (i.e. your instructor) a concrete idea of your plan - i.e. what you will deliver to the presentation audience.

Rather than writing "I will have three main arguments", which is very vague and doesn't tell the reader what these arguments in fact are, you can write for instance:

"My three main arguments will be argument 1, argument 2, and argument 3. These arguments will help address the two main concerns, namely A and B, that I expect that the presentation audience will have."

Length: 1-2 pages, single-spaced

Evaluation criteria: See grading rubric (in MyCourses submission box)

Peer Review of A2a Individual Presentation Strategy Outline

- In pairs, review & fine-tune each others' Strategy Outline – use “Feedback Guidelines for Peer Review of A2a Strategy Outline” in MyCourses under Session 3 (*15 minutes*)
- Then do the same with a 2nd partner (*10 minutes*)

Discussion: Common challenges?

After reviewing each others' Strategy Outline in pairs: What were the main challenges?

3. A2 Individual Presentations

Present your topic (max. 2 minutes, no slides)

- What is your presentation about?
- Who is your audience?
- Who are you?
- What are you persuading them to do?
- How will you try to persuade them?
(Arguments? Persuasive pattern?)

4. High Impact Presentations

Winter hiking *increased*
30% in five years



Planning High Impact Presentations

Common problems:

1. Information overload
2. Unclear structure: no clear storyline
3. Poor visuals: way too much information
4. Lack of enthusiasm

Solutions:

1. Plan message first:
 - define objective,
 - choose content
 - plan storyline.
2. Then plan visuals to support story

Select Content

Steps to help you plan content:

1. Decide communication **objective**: 'By the end of this presentation, I want my audience to...'
2. Create short, easy-to-grasp, interesting **title** (reflecting objective)
3. Define **3 key claims** (ideas/reasons/benefits) (to support objective)
4. Choose **stories, examples, statistics** etc - evidence to support claims

Example: Systematic presentation planning steps

1. **Objective:** By the end of this presentation, I want my audience to start using 3 time management techniques to help them have more free time.
2. **Presentation title:** Adopt time management techniques – ~~have~~ enjoy more free time
3. **Key claims (techniques):**
 1. Schedule your priorities (Stephen Covey);
 2. Prioritize your to-do lists (Eisenhower);
 3. Start every day by ‘eating the frog’ (Mark Twain).
4. **Evidence** (support for claims): quantitative &/or qualitative evidence of impact of using these techniques:
 - getting more done in shorter time
 - enjoying more free time.



Example: Systematic presentation planning steps

1. **Objective:** By the end of this presentation, I want my top management audience to consider moving towards a more customer-centric focus to product development.
2. **Presentation title:** Partnering with customers to drive R&D offers significant HUGE benefits
3. **Key claims (benefits):**
 1. Increases possibility of innovation and customized products
 2. Reduces development lead times *significantly*
 3. Creates a closer customer relationship, enhances our brand & gives us a competitive advantage
4. **Evidence** (support for claims): quantitative &/or qualitative evidence of impact of ~~implementing~~ using a more customer-driven approach:
 - customer survey results,
 - voice of own personnel at customer interface,
 - case examples,
 - research data.

Tell a Story

Build your message around (subtle) story

Give them powerful mental **visualizations** – metaphors, similes... like **fireworks** in their imagination

- Beginning, middle, end
- Hero's struggle up mountain to reach summit
- Together through Storm to Final Destination
- David (us) & Goliath (competitor, problems)
- Rocky: believe in yourself, work *really* hard, rewards will come



Clear Structure

- **Preview** slide
- **Signposts:**

During the **next 10 minutes**, I will present **3 time management techniques** that are easy to use and will help you enjoy more free time: **scheduling your priorities, prioritizing your to-do lists, and starting each day by eating the frog.** (**preview** at beginning)

Let's **start** by looking at the **1st** time management technique: **Scheduling your priorities...** (details...)

Now that we've looked at the 1st time management technique (Scheduling your priorities), let's explore the **2nd** technique - **Prioritizing your to-do lists...** (details...)

3rd, now that we've discussed how to schedule your priorities and prioritize your to-do lists, let's focus on the last time management technique - **Eating the frog...** (details...)

To **conclude**, by **scheduling your priorities, prioritizing your to-do lists, and starting each day by eating the frog**, you will be able to work more effectively – and thereby have much more free time on your hands.

High Impact Signpost Transitions

- First... next...
- State key point, then: “Why? Because...”
- Now let’s look at...
- State problem, then: “Here’s how I think we can solve this problem”
- State goal, then: “You may be asking ‘How do we achieve that?’ Well, let me tell you”
- Here’s my next point



High Impact Engagement

Relate to audience, speak directly to their needs, problem, situation:

- Speech about work: “You may be a first-year student looking for part-time work.”
- Speech about any topic: “You may be sitting there thinking ‘So what’s in it for me?’”
- Speech about work efficiency: “When you go back to your office tomorrow, do this...”

More High Impact Presentation Tips

- Kill your **darlings**
- Consider the audience your **friends**
- **Own the content** (Bit Bang experience)
- Be a **team**



Shuchen Wang

School of Arts, Design and
Architecture

Hasan Islam

School of Science



Timo Itälä

School of Science

SMARTWEAR: The New Media Platform

Tutor: Jan Kallenbach

School of Science

Siru Sihvonen

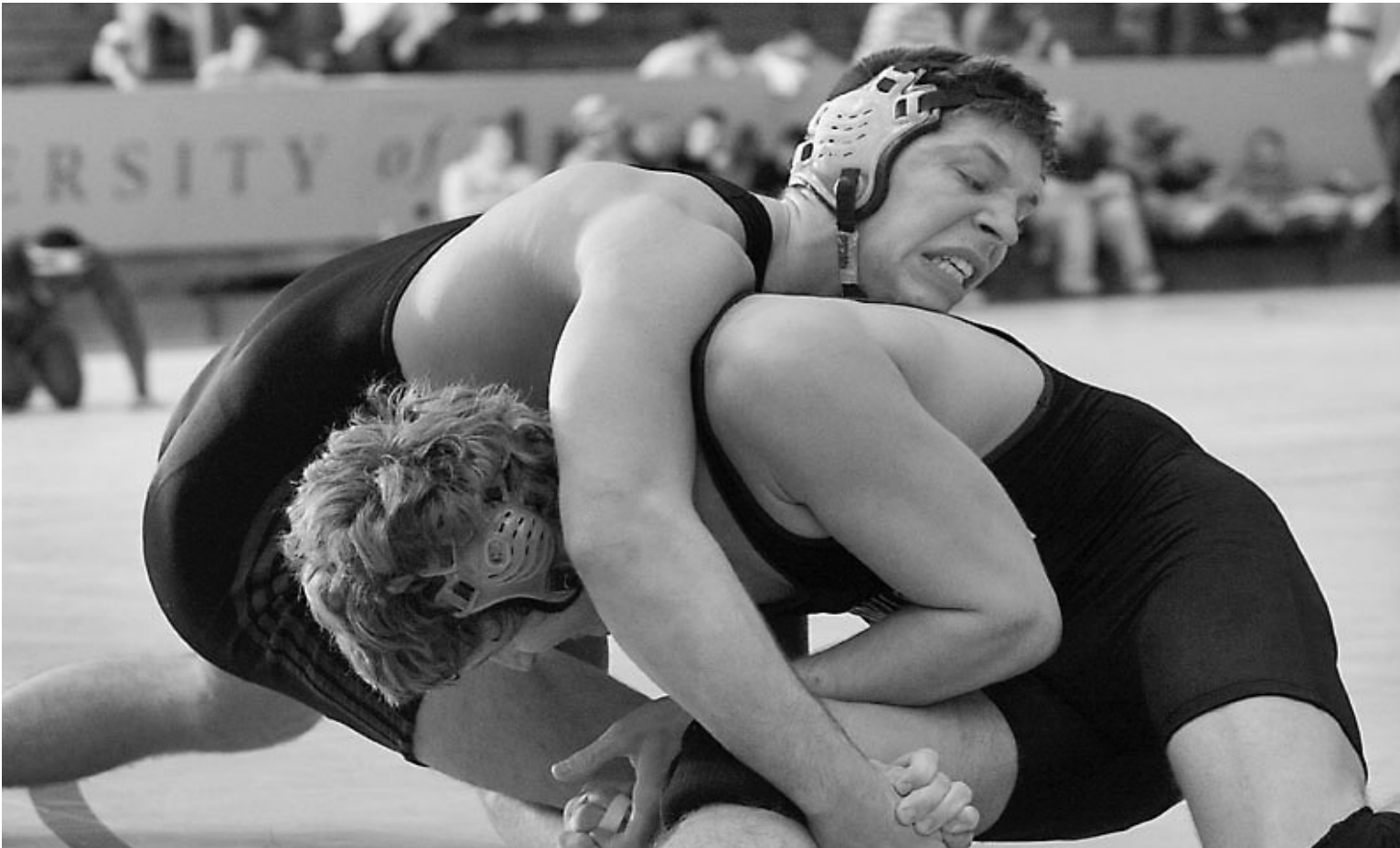
School of Engineering

Mark Badham

School of Business

More High Impact Presentation Tips

Simplify complexities (eg “wrestling” to show tensions)



High Impact Intros

- **Take the stage:** 1st 5-15 seconds, presence, don't rush, silence, body language, eye contact, audience's mental preparation



High Impact Intros

- **Don't say:** “Hello I'm here to talk to you about...”
- **Give direction:** Preview (agenda) + section slides for longer presentations & for team presentations
- Remove boring/meaningless headings (eg 'Contents', 'Conclusion')

High Impact Intros

- Create audience **motivation** (WIIFT):
 - **Promise** of new ideas or info
 - **Solution** to a problem they are facing
- Gain & build **credibility**
- Arouse **interest** – “grabbers”

Great Grabbers!

- **Surprise:** interesting facts, stats or controversial claims
- **Question???**
- **Quotation:** *‘However beautiful the strategy, you should occasionally look at the results.’* – Sir Winston Churchill



High Impact Conclusions

1. Summarize (repeat key messages/points)
2. Call for **action** - next steps
3. Finish on **high note** (something to clap about & get audience talking after presentation)
4. STAR (Something They'll Always Remember) - What do you want them to **remember** 24 hrs later?



High Impact Conclusions

- 10-30 seconds to close
- No boring/meaningless 'Thank You' slide!
- Repeat [key message/s](#)
- [Link](#) back to Intro
- “[Feelgood](#)” or “goodwill” endings



Visual design (slides)

- Visually oriented + suitable amount of information
- Avoid 'chartjunk' (unnecessary shading, borders, 3-D, clipArt)

Winter hiking *increased*
30% in five years



10-20-30 rule

slides minutes min. font

Appropriate in **number (of slides)**:

- ...a 20-minute PowerPoint presentation should have 10 slides + contain no font smaller than 30 points.

Chilean Exports

- Fresh fruit leads Chile's export mix - Chile emerges as major supplier of fresh fruit to world market due to ample natural resources, consumer demand for fresh fruit during winter season in U.S. and Europe, and incentives in agricultural policies of Chilean government, encouraging trend toward diversification of exports and development of nontraditional crops - U.S. Dept. of Agriculture, Economic Research Service Report
- Chile is among the developing economies taking advantage of these trends, pursuing a free market economy. This has allowed for diversification through the expansion of fruit production for export, especially to the U.S. and Western Europe. Chile has successfully diversified its agricultural sector to the extent that it is now a major fruit exporting nation. Many countries view Chile's diversification of agriculture as a model to be followed.
- Meanwhile, the U.S. remains the largest single market for Chile's fruit exports. However, increasing demand from the EC and Central and East European countries combined may eventually surpass exports to the U.S., spurring further growth in Chile's exports.
- If you've read this far, your eyes probably hurt and you've been reading this tedious long-winded text instead of listening to me. I'm insulted- can't you see I'm doing a presentation up here? Look at me! Congratulations, however, on having such good eyesight.

Beginner Motorcycles

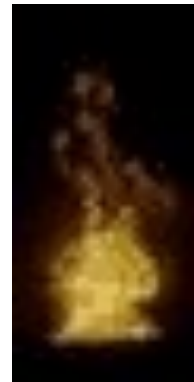
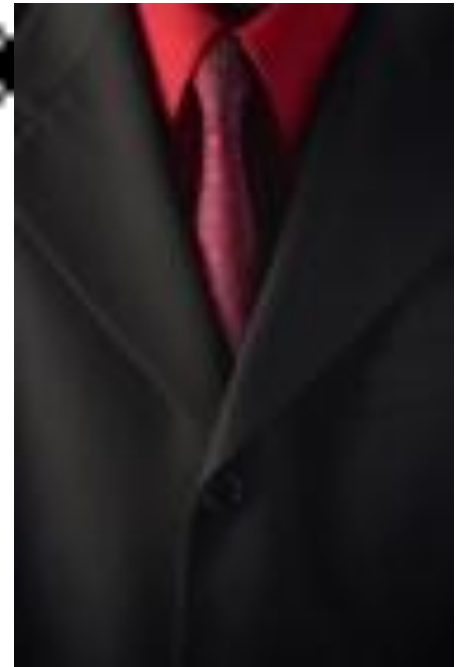
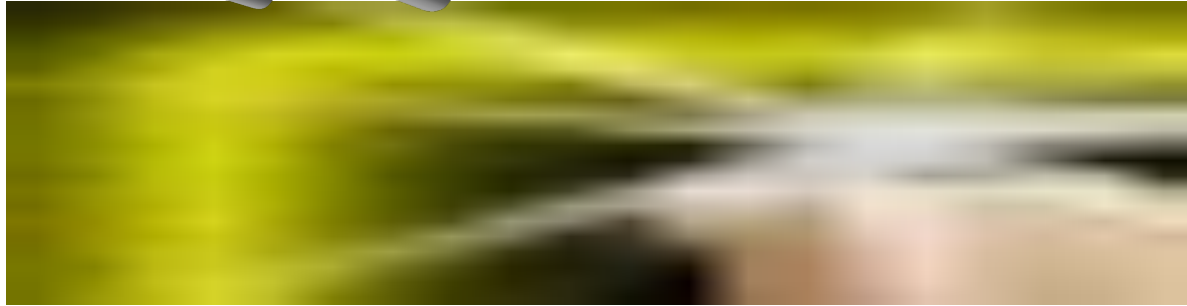


- My personal favorite: the Suzuki Savage
- Light weight (~380lbs)
- Adequate power (650cc engine)
- Low seat height fits most riders

WOW

Buying a New Suit

WOW



Which looks better?

- Cross-company analyses revealed that 6% of all employees were unaware of the changes in our Healthcare coverage.

OR

- 6% not aware of Healthcare changes



Images & text

Talking about **pollution in China?** Present 4 bullet points of pollution data... Or **read** the stats & **show** a photo?



Compare...

Plan Relies on:

- Audience-centered approach
- Ongoing communication activities
- Disseminating information at the right time, for the right length of time

Plan Relies on:

- Developing messages that are centered around the audience needs
- Keeping messages and other dissemination activities going to the target audiences over time
- Disseminating information at appropriate times and for the amount of time that is necessary to have an effect

Team names

Team name: **BOTONG.**

Leo Korsulainen, Botond Richter, Santeri Haavijoki

Team name: **The PowerPuff Girls.**

Krista Kerola, Monika Bednarska, Vlada Konstantinova

Team name: **Sisu**

Dieu Anh Nguyen

Kai Hynönen

Leonardo Cicero

Team name: **Introverts**

Thi Huong Ly Le, Tien Pham, Khanh Le

Team name: **Something Sweet**

Dang, Thi Thuan Vy

Ly, Luu Phan Khai

Pham, Joey Tuan Nghia Le

Team name: **Communicators**

Emma Kulmala, Venla Laitinen, and

Venla Virolainen

Team name: **ComTeam**

Lassi Pennanen, Pia Paakkinen and

Eemeli Kotro

Team name: **Disaster**

Yevhenii Kalashnyk, Ha Nguyen, Hong

Khanh Ngok Le

Team name: **Team 1**

Arno Tuhkanen, Oskar Pääkkönen and Henri Ollikainen

Team name: **Mikkeli communicators**

Oskari Luolila

William Johnston

Matias Rikka

Team name: **Big Four**

Minh Khoa Pham

Nikolay Efimov

Beom-Jin Park

Aidar Oshakbayev

5. A2b Presentations tomorrow

Due: in class on Friday 7 January.

Topic: You can freely choose the topic, as long as it is persuasive, business-related and appropriate.

Length: 5 minutes

No visual support material: PowerPoint slides, Prezi-visuals or the like should NOT be used for the presentation. You may use props – eg show audience a product

Procedure in class in small groups:

- Go to allocated rooms (small groups)
- Take turns giving your 5-minute presentations. The others act as the audience, and they also write down written feedback (on a feedback sheet) during your presentation.
- After each presentation, the group should spend about 7 minutes giving oral feedback to the presenter. Talk about both the good points of the presentation and the points to consider. It is important that the presenter gets comprehensive feedback in order to know what her/his strong and weaker points are.
- Each presenter should collect all feedback forms from peers.

Peer feedback to be based on:

- Audience orientation
- Organization: intro, body, conclusion
- Delivery
- Language (oral delivery)

6. A3 In-class test (Session 5 Monday)

Based on your reading of 4 Inputs + teacher's lectures

1. Multiple-choice quiz (45 minutes)
2. Writing task: Upload to folder in MyCourses (45 minutes)

Begin at 13.00

Total 90 minutes

Closed book: no notes, no textbook

7. Session 3 Reflection & Qs (Feedback)
(do this afternoon / tonight in MyCourses)

Preparation for session 4 (Friday)

1. A2a: Individual persuasive presentation strategy outline
Upload to MyCourses by 13.00 on Friday.
2. A2b: Individual, 5-min persuasive presentation **to be given in class (Friday)**