

Business Communication (3cr)

MLI61A130

Session 4



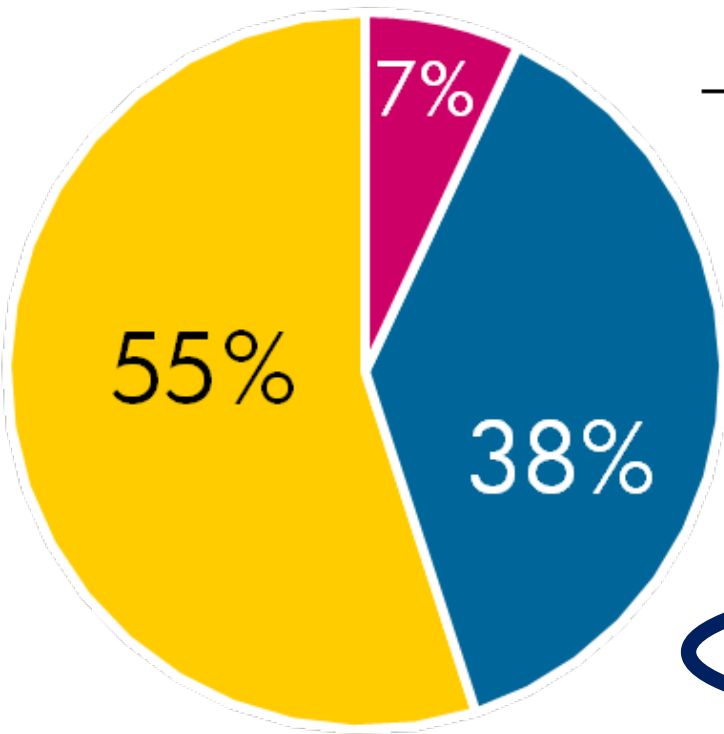
Lecturer: Mark Badham

Today's agenda

1. **Non-verbal Presentations**
2. **A2b Individual Persuasive Presentations in groups**
3. **Post-presentation discussion**
4. **Your Session 3 Reflection Qs**
5. **Instructions for A4 Team Presentations**
6. **Instructions for A3 Test (Monday)**



High Impact **non-verbal** presentation tips



Dr. Albert Mehrabian's 7-38-55% Rule

Elements of Personal Communication

- 7% spoken words
- 38% voice, tone
- 55% body language

Dr Albert Mehrabian, *Silent Messages* (1971)



High Impact non-verbal presentation tips

Body language:

- Posture
- Body movement
- Hand & arm gestures
- Facial expression
- Eye contact (few / all)
- Spatial use (use of floor space)
- Props
- Notes?



High Impact non-verbal presentation tips

Vocal traits:

- Intonation (variation in tone vs. monotone)
- Volume
- Rate (speed)
- Pauses (silence)



Pat Mesiti (start 4.00):

<https://www.youtube.com/watch?v=xC9pvQMir-Q>

Morgan Spurlock:

<https://www.youtube.com/watch?v=Y2jyjfc1as>

Team presentations (start 2.55):

<https://www.youtube.com/watch?v=GRHmJjcTi0>

2. A2b Individual Persuasive Presentations in groups

- 5-min persuasive presentations in small groups
- **No visual support material.** But you may use a prop or product
- **Peer feedback:** To evaluate your peers' presentations, use 'Student presentation feedback sheet'
- 6 study rooms (reserved 1.00 – 3.00 pm): 3 on second floor + 3 on third floor.

Procedure in small groups:

1. Take turns giving your **5-minute** presentations.
2. Others as audience - **write down feedback (on feedback forms)** after each presentation (about 3 minutes)
3. After presentation, group should give **oral feedback** to the presenter (about 7 minutes). Talk about both good points of the presentation and how to improve. Give presenter comprehensive feedback - her/his strong and weaker points.
4. Give your **feedback forms to the presenter**.

5-minute presentations + 3 minutes to write feedback + 7-minute oral feedback = 15 minutes / presentation X 6 presentations = about **1 hour 45 minutes (including 15 minute break)**

After all presentations done in your group, **come back to classroom for post-presentation discussion**.

I will be in my office if you need me

3. Post-presentation discussion: Feedback on Individual Persuasive Presentations

Debriefing on individual presentations: talk about what was done well & what could have been done better

Common challenges?

4. Your Session 3 Reflection Comments

- You said we should not **start the presentation** with "Hi, I'm here to talk to". So what should we do to open a presentation in an interesting way - should we **introduce our name**?
- How to maintain my **credibility** if I don't know how to answer the **audience's questions** in the Q&As section?
- How to **handle Q&A after a pitch** to investors? Some of them are sharks. What to do if you **forgot what you were going to say** during the presentation? What to do if you get **shaky and nervous** in the middle of the presentation? What to do for those who get **panic attacks**?
- How to deal with “**presenter's anxiety**” on stage?

Do you have any tips or means to appear **more confident** when presenting?

Should group presentations always include **all members speaking equally** or is it okay for it to be more one-sided?

How can I **take the stage in silence** without it being **awkward**?
Should I focus on my body language and eye contact?

If I have a **video** in my presentation, how long should it generally be?

Though we learned about the **purple cow**, I still don't fully understand it

5. Instructions for A4 Team Presentations (15%)

- A **15-minute** persuasive presentation will be given in teams - same teams that you had for A1 Written Request.
- **Choose** a persuasive business-related topic (check this with the teacher).

2020 Topics:

- Monopoly Power of Disney Must Be Restricted
- Choose Mutual Funds Over Individual Stocks
- Vote for a 6-hour work day

2021 Topics:

- Finland should adopt Universal Basic Income
- Why we should not continue with remote work after the pandemic
- Why graduates should 1st start working in part-time jobs
- Why companies should use games to boost staff productivity
- Why graduates should become entrepreneurs

Note that the assignment has **3 deadlines**:

1. **Deliver A4 Presentation 60-second TEASERS** in **Session 5**:
(1) Topic, (2) Context & (3) Main Points
2. Teacher-team consultation in **Session 6**: inform teacher of your **STRATEGY SUMMARY** + show your **DRAFT SLIDES** - for teacher feedback.
3. **DELIVER presentation in Session 7**

2. Teacher-team consultation in **Session 6** (15 minutes/team), show teacher:

- STRATEGY SUMMARY
- DRAFT SLIDES.

STRATEGY SUMMARY:

Context: Who you are, your audience, the event (and venue), why you are there...

Briefly talk about your Strategy :

1. Audience strategy
2. Communicator strategy
3. Message strategy
4. Persuasion through Message Structure: Persuasion Pattern
 - Include your choice of Direct/Indirect message.

3. **DELIVER** the presentation in class in **Session 7**.

Before beginning your presentation, brief the audience on the context (approx. 30 seconds):

- Who you are, your audience, the event (and venue), why you are there...

Before coming to class, submit your final presentation slides to the A4 Presentation submission box in MyCourses **by 13.00**.

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

2 parts:

1. **Multiple-choice quiz** in MyCourses: worth 10%. 45 minutes max.
2. **Writing task** in MyCourses: worth 20%. 45 minutes max.

Meet in computer lab room 3rd floor

Begin at 13.00

Total 90 minutes (45 minutes each)

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

Closed test: no notes, no textbook

I may submit your submitted work into Turnitin to check for plagiarism

Last year 90% of students finished Quiz in 30 minutes and Written Task in 35 minutes

1. Quiz

- Quiz in MyCourses (same quiz set-up & similar set of questions as previous years).
- Overall quiz grade between 0 and 10 (worth 10%)
- Click on 'Submit' at the end of quiz.
- 40 multiple-choice questions.
- Each answer has a value between 0 and 1.
- Some questions have more than 1 correct answer
- To achieve 1 point for a question, you have to select the correct answer, or answers, and have no wrong answers.

- If a question has one right answer and you select it correctly, you get 1 point (correct answer worth 1 point).
- If a question has 2 right answers and you select both correctly, you get 1 point (each correct answer worth 0.5). But, if you choose one right answer and one wrong answer you get 0 (the correct answer being 0.5 points, the wrong answer being -0.5 points).
- So, to achieve 1 point for a question, you have to select the correct answer, or answers, and have no wrong answers.

2. Writing task

Based on a business communication scenario that you will be given, you will write... (something).

You will type (something) into a Word document on the computer

Then save it

Then submit it into MyCourses when finished.

Preparation for session 5

1. Review Reading inputs 1-4 + class materials for [A3: In-class test](#)
2. A4: Team presentation:
 - Prepare [A4 Presentation 60-second TEASERS](#) (1) Topic, (2) Context & (3) Main Points
 - Present after A3 test