

## Engage Your Audience

**SAMPLE SYLLABUS Spring 2016 MCOM-GB.2129.30**

**Tuesdays: February 9, 16, 23; March 1, 8, 22--6:00-9:00 PM**

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### OFFICE HOURS

By appointment

### TEACHING FELLOW

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### COURSE OVERVIEW

Successful business presentations are based on effective communication strategy. This course is designed for students who want to become more dynamic and engaging presenters. Practice exercises will focus on planning effective strategy; refining visual, vocal and verbal delivery to strengthen your presence; structuring and designing content; and handling questions from both internal and external audiences. During this course, you will prepare and deliver individual and group presentations. Students will benefit from individual feedback and coaching.

### LEARNING OUTCOMES

- Understand how to use the elements of communication strategy to engage the audience
- Analyze and practice delivery techniques for prepared and impromptu presentations
- Experiment with audience attention and persuasion techniques
- Use message structure and storytelling principles to make your presentations memorable
- Apply design principles in the creation of visuals for your presentations
- Practice answering audience questions and giving/receiving feedback on presentations

### REQUIRED READING AND VIEWING

- Blank, Steve. "Steve Blank on the Next 50 Years of Business Innovation"  
Available on NYU Classes/Course Reading.
- Duarte, Nancy. "Authentic Presentations Take Practice"  
Available on NYU Classes/Course Reading.
- Duarte, Nancy. "Create a Presentation Your Audience Will Care About"  
Available on NYU Classes/Course Reading.
- Inc. Special Report: "25 Companies That Are Changing The World"  
Available on NYU Classes/Course Reading.
- Lennard, Diane. "Tell Your Story":  
Available on NYU Classes/Course Reading.

- Schenkler, Irv. “How To Review Your Videotape”  
Available on NYU Classes/Course Reading.
- Video: *Structure Your Story*  
Available on NYU Classes/Course Viewing.
- Video: *Create Compelling Visuals*  
Available on NYU Classes/Course Viewing.

## OPTIONAL READING

- Lennard and Melichar. “Web Video Production”  
Available on NYU Classes/Course Reading.
- Munter and Russell. *Guide to Presentations*. 4th Edition. Prentice Hall, 2014.  
Available at the NYU Bookstore or you can order it online.

## GRADING

Assignments for this course are listed below. (Grading criteria for each assignment are listed on the following pages.) Your final grade will be based on class participation and completion of assignments.

ASSIGNMENT	% of GRADE	DUE
<i>Self-Introduction Story –Individual Benchmark Presentation</i>	*	1
<i>Self-Evaluation of Introduction Story</i>	*	2
Team Presentation	20	3
<i>Self-Evaluation of Team Presentation</i>	*	4
Individual Paper – Delivery and Structure Analysis of TED Talks	20	4
Final Presentation to Audience #1	20	5
<i>Self-Evaluation of Final Presentation to Audience #1</i>	*	6
Final Presentation to Audience #2	20	6
Participation (Includes all italicized items above)	20	Ongoing

## **CLASS PARTICIPATION**

In-class contribution is a significant part of your grade and an important part of our shared learning experience. Your active participation helps me to evaluate your overall performance. You can excel in this area if you contribute to the course by:

- Providing strong evidence of having thought through the material
- Advancing the discussion by contributing insightful comments and questions
- Demonstrating interest in your peers' comments, questions, and presentations
- Giving constructive feedback to your peers when appropriate
- Being present, punctual and prepared

Engage Your Audience is designed to be a highly interactive course. The more you invest in the course, the more you will learn and the more others will learn from you. You are required to keep pace with class; follow the course outline; participate in all activities; and complete readings, viewings and assignments by the designated due date (listed in the course outline below).

## **NYU CLASSES (NYUC)**

*Announcements:* includes course reminders; check these regularly

*Course Information:* includes syllabus and the class list

*Pre-Course Survey:* includes the Pre-Course Survey; please fill out and submit as soon as possible

*Assignments:* submit all written assignments on NYUC/Assignments; make sure to click "Submit"

*Modules 1- 6:* includes course reading, viewing, documents, assignments; class slides and recordings

## **ATTENDANCE POLICY**

Attending each of the six class sessions is required and part of your grade.

NOTE: If you have a qualified disability and will require academic accommodation during this course, please contact the Moses Center for Students with Disabilities (CSD, 998-4980) and provide me with a letter from them verifying your registration and outlining the accommodations they recommend.

## **VIDEO RECORDING**

One way to improve your presentation skills is to watch yourself on video. For this reason, all of your presentations will be recorded on video and made available to you on NYU Classes.

## **INTEGRITY**

I expect that you will adhere to the Stern MBA Honor Code.

[http://w4.stern.nyu.edu/scorp/committee.cfm?doc\\_id=4797](http://w4.stern.nyu.edu/scorp/committee.cfm?doc_id=4797)

## COURSE OUTLINE

<b>MODULE ONE TUESDAY, FEBRUARY 9, 2016 6:00 PM - 9:00 PM</b>	
READING	Read: "Tell Your Story" Read: "Steve Blank on the Next 50 Years of Business Innovation"
DELIVERABLE	<p>► <b>Self-Introduction Story (3 minutes)</b> Prepare a three-minute Self-Introduction Story (using no visual aids, notes or slides). This will serve as a benchmark of your in-person presentation skills.</p> <p>Use the 4-step story framework to plan your presentation. Make sure to include some personal information in your story so the class can get to know you.</p> <p>Choose one of the following topics:</p> <ol style="list-style-type: none"> <li>Tell us how you learned something through success or failure</li> <li>Describe to us how you mastered a skill</li> <li>Share with us how you overcame resistance to change</li> </ol>
AGENDA	ACTIVITIES
6:00 pm – 6:45 pm	<ul style="list-style-type: none"> <li>Introduce course and students</li> <li>Understand communication strategy</li> </ul>
6:45 pm – 8:45 pm	<ul style="list-style-type: none"> <li>Present Self-Introduction Stories</li> <li>Meet with teams</li> </ul>
8:45 pm – 9:00 pm	<ul style="list-style-type: none"> <li>Debrief</li> <li>Assignments</li> </ul>

<b>MODULE TWO TUESDAY, FEBRUARY 16, 2016 6:00 PM - 7:00 PM</b>	
READING/VIEWING	Read: "How To Review Your Videotape" View: <i>Structure Your Story</i> video
DELIVERABLES	<p>► <b>Self-Evaluation of Introduction Story</b> Read "How To Review Your Videotape" (Course Reading) and then watch your Self-Introduction Story (Module 1/Class Session Recording); fill out the Self-Evaluation of Introduction Story form (Course Documents) and post it (Assignments).</p>
AGENDA	ACTIVITIES
6:00 pm – 7:30 pm	<ul style="list-style-type: none"> <li>Practice delivery techniques and techniques to strengthen presence</li> <li>Review presentation structure</li> </ul>
7:30 pm – 9:00 pm	<ul style="list-style-type: none"> <li>Introduce presentation planning and preparation process</li> <li>Work on Planner for Team Presentation</li> </ul>

<b>MODULE THREE TUESDAY, FEBRUARY 23, 2016 6:00 PM - 9:00 PM</b>	
READING	Read: “Create a Presentation Your Audience Will Care About”
DELIVERABLE	<p>► <b>Team Presentation (10 minutes)</b>  Plan, prepare and present a 10-minute Team Presentation on an important innovation in your industry/industries. If you and your team members are in different industries, select one innovation for each industry or one innovation that is common to all of your industries.</p> <p>Your audience is the students in the class, who may or may not be familiar with your industry/industries.</p> <ul style="list-style-type: none"> <li>• Complete your Planner (Course Documents) and post it on Assignments no later than 11:59 pm on Monday, 2/22.  <u>Bring a hard copy of your Planner to class.</u></li> <li>• Design visual aids for your Team Presentation that enhance and support your message. Post slides on NYUC by 5:00 pm on Tuesday, 2/23.  <u>Bring a hard copy of your slide deck to class.</u></li> </ul> <p><i>GRADING CRITERIA:</i>  1. <i>Structure: Presentation follows a logical order and details support the main ideas</i>  2. <i>Content: Information is relevant and content is organized to elevate overall audience attention</i>  3. <i>Delivery: Presenters engage the audience and speak with conviction</i></p>
AGENDA	ACTIVITIES
6:00 pm – 8:00 pm	<ul style="list-style-type: none"> <li>• Understand how to give effective feedback to presenters</li> <li>• Deliver Team Presentations</li> </ul>
8:00 pm –9:00 pm	<ul style="list-style-type: none"> <li>• Review types of difficult questions</li> <li>• Practice responding to audience questions</li> </ul>

<b>MODULE FOUR TUESDAY, MARCH 31, 2016 6:00 PM - 9:00 PM</b>	
READING/VIEWING	Read: “25 Companies That Are Changing The World” View: <i>Two TED Talks (your choice)</i>
DELIVERABLES	<p>► <b>Self-Evaluation of Team Presentation</b> Watch your Team Presentation Video (Module/Recording), then fill out the Self-Evaluation of Team Presentation Video form - one per person (Course Documents) and post it (Assignments).</p> <p>► <b>Individual Paper - Delivery and Structure Analysis of TED Talks</b> Select two TED Talks and analyze the delivery of each presenter and the structure of each presentation. Write a short paper (2-4 pages) explaining why you believe the delivery of each TED Talk was effective/ineffective and the structure of each TED Talk was effective/ineffective. Submit your analysis in a single Word file (Assignments).</p> <p><i>GRADING CRITERIA:</i></p> <ul style="list-style-type: none"> <li>• <i>Task: Submission adheres to the instructions of the assignment</i></li> <li>• <i>Analysis: Analysis is comprehensive, taking into account each presenter’s verbal, vocal and visual delivery techniques; story organization and structure flow; and specifying delivery effective/ineffective</i></li> </ul>
AGENDA	ACTIVITIES
6:00 pm – 8:00 pm	<ul style="list-style-type: none"> <li>• Deliver Impromptu Talks</li> <li>• Understand how to “be prepared” for impromptu speaking</li> </ul>
8:00 pm – 9:00 pm	<ul style="list-style-type: none"> <li>• Review ways to create compelling visuals</li> <li>• Practice creating a storyboard</li> </ul>

MODULE FIVE TUESDAY, MARCH 8, 2016 6:00 PM - 9:00 PM	
READING	Read: “Authentic Presentations Take Practice”
DELIVERABLE	<p>► <b>Final Presentation to Audience #1 (5 minutes, plus 7-minute Q&amp;A)</b>  Plan, prepare and deliver a 5-minute presentation (with visuals), plus a 7-minute question and answer session with the audience.</p> <p>Assume your team is an external consulting group telling the story of the company you selected from the Inc. article, “25 Companies that are Changing the World.” You are presenting to MBA students, who you want to recruit to join the company you selected for a strategic recommendation project.</p> <p>Consider the following questions as you prepare your presentation:</p> <ul style="list-style-type: none"> <li>• What business/industry is the company in?</li> <li>• Who are the company’s leaders?</li> <li>• Who are the competitors?</li> <li>• Is there one big idea, trend, opportunity or pain point that stands out?</li> </ul> <p>Remember to:</p> <ul style="list-style-type: none"> <li>• Post your Presentation Planner, Storyboard and slide deck on Assignments by Monday, 3/7, no later than 11:59 pm.</li> <li>• <u>Bring a hard copy of your Planner, Storyboard and slide deck to class.</u></li> <li>• Organize your presentation so that you can effectively communicate your key messages in the allotted time.</li> <li>• Be prepared to answer the audience’s questions.</li> </ul> <p><i>GRADING CRITERIA:</i></p> <ol style="list-style-type: none"> <li>1. <i>Structure: Presentation follows a logical order and details support the main ideas</i></li> <li>2. <i>Content: Information is relevant and content is organized to elevate overall audience attention</i></li> <li>3. <i>Delivery: Presenters engage the audience and speak with conviction</i></li> <li>4. <i>Visuals: Slides are readable and reinforce the verbal messages</i></li> <li>5. <i>Teamwork: Team is prepared, professional, and shares responsibility for Q&amp;A</i></li> </ol>
AGENDA	ACTIVITIES
6:00 pm – 8:30 pm	<ul style="list-style-type: none"> <li>• Deliver Final Presentations to Audience #1</li> <li>• Debrief</li> </ul>
8:30 pm – 9:00 pm	<ul style="list-style-type: none"> <li>• Meet with teams</li> <li>• Assignments</li> </ul>

## MODULE SIX TUESDAY, MARCH 22, 2016 6:00 PM - 9:00 PM

DELIVERABLES	<p>► <b>Self-Evaluation of Final Presentation to Audience #1</b>  Watch your Final Presentation to Audience #1 Video (Module 5/Course Viewing), then fill out the Self-Evaluation of Final Presentation to Audience #1 Video form - one per person (Course Documents) and post it (Assignments).</p> <p>► <b>Final Presentation to Audience #2 (12 minutes)</b>  Assume your team is an external consulting group hired by the VP of Strategic Initiatives of your selected company. Your team is hired to make a strategic recommendation to the Chief Innovation Officer and other members of the leadership team. Identify the biggest opportunity or pain point facing the company and present your recommendation for where the company should focus its efforts, specifically individual initiatives, process improvements or continuous innovation. (See Steve Blank article.) Make sure to support your argument so you can persuade the audience to accept your recommended strategy.</p> <p>Consider the following questions as you prepare your presentation:</p> <ul style="list-style-type: none"> <li>• How will your recommendations benefit the company? Provide reasons.</li> <li>• What evidence will you provide to support your reasons?</li> <li>• How can the company implement your recommendations?</li> </ul> <p>Remember to:</p> <ul style="list-style-type: none"> <li>• Post your Presentation Planner, Storyboard and slide deck on Assignments by Monday, 3/ 21, no later than 11:59 pm.</li> <li>• <u>Bring a hard copy of your Planner, Storyboard and slide deck to class.</u></li> <li>• Be prepared to answer questions at any time during the presentation.</li> <li>• Organize your presentation so that you can effectively communicate your key messages in the allotted time. All team members must speak.</li> <li>• Make sure your visual aids enhance and support your message.</li> </ul> <p><b>GRADING CRITERIA:</b></p> <ol style="list-style-type: none"> <li>1. <i>Structure: Presentation follows a logical order and details support the main ideas</i></li> <li>2. <i>Content: Information is relevant and content is organized to elevate overall audience attention</i></li> <li>3. <i>Delivery: Presenters engage the audience and speak with conviction</i></li> <li>4. <i>Visuals: Slides are readable and reinforce the verbal messages</i></li> <li>6. <i>Teamwork: Team is prepared, professional, and shares responsibility for Q&amp;A</i></li> </ol>
<b>AGENDA</b>	<b>ACTIVITIES</b>
6:00 pm – 9:00 pm	<ul style="list-style-type: none"> <li>• Deliver Final Presentations to Audience #2</li> <li>• Debrief and review</li> </ul>



MODULE	TOPICS	READING/VIEWING	DELIVERABLES
<b>1</b> <b>February 9</b>	Course and Student Introductions  Communication Strategy  Self-Introductions	<u>Read:</u> • “Tell Your Story”  • “Steve Blank on the Next 50 Years of Business Innovation”	Self-Introduction
<b>2</b> <b>February 16</b>	Delivery Techniques  Structure  Planners	<u>Read:</u> “How To Review Your Videotape”  <u>View:</u> <i>Structure Your Story</i>	Self-Evaluation of Introduction Story
<b>3</b> <b>February 23</b>	Feedback  Team Presentations  Audience Questions	<u>Read:</u> “Create a Presentation Your Audience Will Care About”	Team Presentation
<b>4</b> <b>March 1</b>	Impromptu Talks  Visuals	<u>Read:</u> “25 Companies That Are Changing the World”  <u>View:</u> <i>Two TED Talks (your choice)</i>	• Self-Evaluation of Team Presentation  • Individual Paper - Delivery and Structure Analysis of TED Talks
<b>5</b> <b>March 8</b>	Final Presentations to Audience #1	<u>Read:</u> “Authentic Presentations Take Practice”	Final Presentation to Audience #1
<b>6</b> <b>March 22</b>	Final Presentations to Audience #2  Debrief and Review		• Self-Evaluation of Final Presentation to Audience #1  • Final Presentation to Audience #2