15.280 Communication for Managers
Fall 2008

Team Projects: Group Presentation

Based on the organizations you studied for your team projects in Organizational Processes (15.311), you will prepare both a written report (graded as part of 15.311) and an oral presentation (graded as part of 15.280). You will receive instructions on the group report from your 15.311 instructor. Below are your instructions for the group presentation.

Group Presentation

Your group will present recommendations based on your strategic analysis of the organization you studied. Your audience, which you must describe for your 15.280 instructor, should be the appropriate management audience within the firm. These presentations will take place in sessions to be scheduled during the week of LEC 13, half during regularly scheduled 15.280 class time, and half in an additional class session to be scheduled. The presentation will be strictly timed, with each group receiving 20 minutes to present plus 4 minutes for questions from the audience. Every student in your group must speak.

At the time of your presentation, you should hand your instructor the following:
- Presentation Planner describing your situation (including your audience, your credibility with that audience, and the organizational context). If you have chosen not to use direct structure, please explain the reason for that choice
- Paper copies of all visual aids.

Due: To be scheduled the week of LEC 13 in class and in an additional session.
Weight: 15%
Criteria:

Strategy and Structure: Was the structure appropriate for the audience and situation? Was the main recommendation, argument, or proposal easily identified? Were subarguments made clearly? Was a two-sided or one-sided argument used appropriately depending on audience, purpose, credibility, and context? Was the evidence presented concrete, accurate, relevant, and sufficient? Did unnecessary information clutter the presentation?

Group Delivery: Were group members and topic introduced effectively? Was the tone professional and consistent throughout the presentation? Were transitions between speakers handled smoothly? Did the group manage time effectively?

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

Q&A/Discussion: How did the team as a whole manage the Q&A process? Were questions answered knowledgeably and thoroughly? Were questions handed off to group members as appropriate?