

“Shark Tank” Primer
Globalization Presentation
BA 330 Fall 2013

1. Consider the audience – what do you anticipate their position to be?
 - a. What do you want them to do?
 - b. What is your task?
2. Remember AIDA?
 - a. Have you structured an interesting and engaging opening?
 - b. What devices have you considered to keep audience interest?
 - c. Have you anticipated the audience questions?
 - d. Make your conclusion impactful
3. True/authentic enthusiasm convinces the audience of your position.
4. Practice leads to credibility
5. Engage with other teammates – do not get caught staring into space!
6. Stand up straight, speak well and address the audience with confidence and composure.
7. Remember the proper “handoff” to your teammate.
 - a. Introduce person and topic, then,
 - b. Step back and the other comes forward
8. Look at the Judges , make eye contact , address them ,engage with them
9. Dress for success – questions?
10. The day of your presentation
 - a. Load presentations at least five minutes before class starts,
 - b. Be on and off in ten minutes ---
 - i. 6-8 minutes presentation, 3-4 minutes Q& A
 - ii. End your presentation asking if there are any questions?
 1. Judges will ask questions (they will take turns)
 2. The “sale” isn’t over until the last question is asked.
11. Come prepared in every way...this portion of your grade is based upon the presentation rubric.
 - a. People are graded collectively and individually.
 - b. I will give you my assessment of your performance at the end of your presentation.
 - c. At that time, turn in your report and get your presentation grade. I will post the combined grades in Blackboard (my grade is roughly 30% of the total presentation grade; the remainder is the guest judges scores). Convince them....
 - d. There are NO ADJUSTMENTS made to grades for this assignment and presentation.
 - e. Combined, this is 40% of your grade in this course.
12. You must be here for ALL PRESENTATIONS (I am taking attendance).