

Business and Professional Communication

Team Project Assignment and Presentation (Kiva.org)

Presentation date: xxx

This project will require you to work as a team to employ **persuasive presentation techniques** (ethos, pathos, logos) to:

- Decide
- Research
- Problem-Solve
- Discuss and Deliberate (via virtual meetings)
- Present
- Vote
- Critique

This is a multi-faceted project so it is essential that you read and understand all the requirements of the assignment.

The Decision

Your instructor has decided to donate \$25 to a **microfinance** organization called Kiva (<https://www.kiva.org/>).

Microfinance organizations like Kiva provide financial services to low-income clients or lending groups including consumers and the self-employed, who traditionally lack access to banking and related services. Individuals can contribute very small or “micro” amounts of money to support the establishment or development and expansion of small, individual and family-run businesses in geographic locations where these types of consumer-facing businesses are necessary. Often, these businesses are managed or owned by women who are able to become the primary economic providers for their families. Many are located in developing nations or third-world countries.

You will work in teams and select a project to “sponsor” from the Kiva website. You may select any project and any business that appeals to you, but the requested amount from the business must not exceed \$5000.00.

You will then present in teams to the class – **and we will collectively decide, based on which team presented most persuasively using all the elements of persuasion.** That team’s project will then receive an actual financial donation from the Instructor “on behalf of” the entire class. Each team should:

- Review the entire team project assignment (this document).
- Decide on team members (this should be done by next week’s class; two teams will have four members, three teams will have five members).
- Set criteria for choosing a project or business that your group will advocate for (e.g. you will want to choose a project that will not expire before the presentation, one that is a worthy cause, one that can be purposefully impacted with a \$25 donation, thinking carefully about what you want that impact to be, etc.)
- Choose your final project/business to support and prepare your team presentation on!

The Research (This should be done starting next week and will continue for 2 weeks):

Once you have finalized your project choice, review the Kiva website and the project webpage very closely.

Find information on the specific economic industry; the entrepreneur's community and culture; evidence that the donation will have a ripple effect, if any; etc. What is the money going to be used for? Who will it benefit? What has been the history of donations to this project? Why is it important/relevant? How does it contribute to the individual's/community's well-being?

You will each need to share on your team's discussion board/team page about what you found.

Each team member must contribute at least two **significant** (relevant to this topic), **credible** (from a valid source, like a website, journal article, magazine or newspaper article, etc.) and **unique** (i.e. not the same as another member's!) postings to their Team's Discussion Board page.

DO NOT just copy the project description from the Kiva/project website, or rely ONLY on the Kiva website for your sources. In addition to Kiva.org, you should EACH have/contribute two valid sources of research about the country, industry, entrepreneur's aspirations, these types of businesses in that country, microfinance success rates, and so forth (as some examples). Please do not simply list your url's (from websites): describe each item of research in 2-3 sentences that clearly indicate you read it and started doing some initial analysis.

Post your research online in your group's D2L discussion board by **Friday, March 7th, by midnight**. Each group member should post at least two research findings – each finding can only be posted once. Make sure you cite the source where you got the information.

Problem Solving & Virtual Meeting #1 (This should be done between Friday, March 7th–Tuesday, March 11th):

Now that you have chosen a project, your team has to decide how to support it. Teams are expected to do three things:

- Take **concrete action** that demonstrates to the instructor and the class that you support this project. In other words, go beyond telling the class how to allocate my donation; find a way to support the cause. Be creative in how you approach this. You may want to try to think of ways of increasing my \$25; you may want to support a local organization that is doing something similar (e.g. if your group is sponsoring a child's education, you could visit and support a school in the Chicago area). Think of this part of the assignment as ethos enhancing; if we want to create change, actions speak louder than words. Document your experience and the impact of your efforts in the presentation through pictures, quotes, etc.
- This step will require you to have an engaged, face-to-face discussion with your team using a virtual meeting format (and that may last a few hours, so plan accordingly). This will be one of two virtual meetings required for this assignment. See the "Virtual Meetings" section for specifics. You will also have dedicated class time on Tuesday, March 11th and Thursday, March 13th for team work.

- Create a persuasive presentation that uses your research and your concrete actions to persuade the class that the instructor's \$25 should go to your chosen project.

Using the Team Problem Solving Method discussed in class and in the text on pp. 196 -201, figure out how your group should carry out the assignment. The goal of the discussion is to develop a plan of action that will result in a creative, persuasive presentation AND produce measurable, concrete action by the group in support of the cause. Each group should track their discussion on their group page, to demonstrate that it followed the appropriate problem solving discussion format detailed in the text. A final version of these notes ("Discussion Notes from Team xxx") are due in the **D2L drop box** on the day of your team presentation **(Tuesday, March 18th, by 8:45 a.m.)**

Prepare and Practice your presentation (this should be done between Wednesday, March 12th through Monday, March 17th – although earlier is always preferred!) and Virtual Meeting #2:

Your presentation should be between 17-20 minutes long (point deductions for going under 17 minutes and over 20 minutes are in effect). **Every team member must present between 4-5 minutes** (although this does not need to be consecutive; speaking order is entirely up to your team).

Once you have created your respective presentation and content, and developed your speaking notes, you should practice individually and as a team.

- This is where your **second virtual meeting** comes in. Your team should practice via a virtual meeting, presenting a significant portion (at least 15 minutes, with everyone presenting at least 2-3 minutes of his or her section) of their final presentation. You can still tweak your presentation, of course, and your delivery does NOT need to be perfect. However, you should consider this a serious part of the assignment and prepare for it as if you **were** delivering the "final presentation". You can interrupt each other during the respective sections, to make suggestions then, or make recommendations after each person has spoken, but the recorded portion of the virtual meeting needs to include everyone each presenting for 2-3 minutes (so I can grade this accordingly).

Presentation (on Tuesday, March 18th, between 8:45 a.m. – 11:00 a.m.):

Each team will present in random order on this date. Using Monroe's Motivated Sequence, prepare your 18-20 minute presentation to pitch your project to the class. At a minimum the presentation should include:

- Introduction including an attention getter, thesis, preview (Attention)
- Description of the applicant you have decided to support (Need)
- Your plan for using the money and description of the actions you took to prove your group is committed to the project mission (Satisfaction)
- Visualization of the impact of the funds (Visualization)
- Conclusion (Call to Action)

Presentations should be grounded in persuasive theory (ethos, pathos, logos) and include effective argumentation, and be dynamic and creative. Monroe's Motivated Sequence is recommended. Your

presentation should present concrete evidence of the efforts your group took to create an impact in support of this cause (pictures, quotes, etc.). However, your entire PowerPoint cannot consist only of pictures/graphics.

Your PowerPoint should also include source citations in the powerpoint, and a final slide that includes a bibliography listing all your sources.

Note:

After the presentations, everyone will individually and anonymously vote for the project/entrepreneur they think is most deserving of the \$25, based on the persuasiveness of the group supporting them. The instructor will donate \$25 to the project/entrepreneur that receives the most votes.

HOW TO SET UP/RECORD VIRTUAL MEETINGS

- Each team will be expected to participate in at least two virtual meetings between Friday, March 7th and Monday, March 17th. All team members must be present during both meetings.

A virtual meeting is one that takes place using an online computer system that allows each of you to log in and call in, and share a virtual (online) meeting space where you can see each other, see slides, discuss ideas, and record your meetings.

- You must record both meetings and submit the links of the recordings via email to your instructor by the date of your presentations.
- You must record at least 15 minutes of each meeting.
- You may use any meeting recording system you like (Webex, for example; Google Teams; Zoom; and so forth)
- Once you've started the meeting, DON'T FORGET TO RECORD IT (click the "Record the meeting" checkbox).
- Be patient with this process. You may have to start a meeting and then restart it if some team members are having difficulty joining the meeting or participating. However, saying "the technology failed" is not an acceptable reason for not having a meeting. Don't wait until the last minute to hold your meetings.
- Send the recorded version of your meetings (both of them) to my email at x (or post to the class LMS). This email is due by your presentation date, **Tuesday, March 18th, 8:30 a.m.**

Videos

Each team's presentation will be videotaped. Links to the videotapes will be emailed to team members within 24 hours after the presentations have concluded. If you do not receive the video link or have issues viewing it by **Wednesday, March 18th**, contact the instructor immediately.

EVALUATIONS: Peer Evaluations/Critiques

After reviewing your team's video, critique the work of your group members. **Post your comments and rating to your Team's Discussion Board Page on D2L; title your posting "Evaluation for (name of peer)" (example: "Evaluation for Susan")**

Reviews should be posted by **Sunday, March 23rd, by midnight. NO LATE POSTINGS WILL BE ACCEPTED.**

Writing effective peer evaluations for the Team Project

During the last several weeks you have worked extensively with your group on the Zafen project. Because the instructor was not present during much of this work, this is your chance to evaluate fellow group members' contributions. Please consider each group member's contribution to the project including:

- Research
- Decision Making
- Problem Solving
- Creation of Presentation (including PowerPoint)
- Delivery of Presentation

Using the **five** categories above, write **2-3 sentences for each category** on **each** of your peers, explaining what your team member did well/could improve upon, and justifying why the member deserved the points they received (see rating scale below).

Finally, please **rate** each member on a scale of 1 to 15 based on how much they contributed to the group. **Assign a Final "overall" rating** (1 = no contribution; 2-6 = significantly below/below average contribution; 7-8 = average contribution; 10-11 = above average contribution; 12-13 = strong contribution; 14-15 = excellent contribution). **YOU ONLY NEED TO ASSIGN ONE RATING PER PEER**, not a rating for each of the five categories.

Self Evaluation

In addition, you should do the final self critique following these guidelines:

Part 1: Comment on what you have learned from the persuasive presentation, and also from the entire course. What strengths, skills, and abilities have you developed with respect to business and professional communication? Because learning to communicate is a lifelong journey, what do you plan to work on? Be specific and concrete.

Part 2: Also, provide a rating for your own team performance. Rate yourself on a scale of 1 to 15 based on how much you contributed to the group. **Assign a Final "overall" rating** (1 = no contribution; 2-6 = significantly below/below average contribution; 7-8 = average contribution; 10-11 = above average contribution; 12-13 = strong contribution; 14-15 = excellent contribution). You only need to assign ONE overall rating for yourself.

Address the following, 2-3 sentences each:

- Research
- Decision Making

- Problem Solving
- Creation of Presentation (including PowerPoint)
- Delivery of Presentation

Self-evaluation should be 1 - 1 ½ pages; double-spaced, 12-point font, Times New Roman or Arial. It is due in the D2L drop box by Sunday, March 23rd, by midnight. LATE POSTINGS WILL LOSE POINTS.

Grading: Students will be graded on the following points (100 for the presentation; 50 for the two virtual meetings; 25 for the peer and self critiques):

Criteria and Discussion*	5 Points
Group Discussion Notes/Problem-Solving*	15 Points
Bibliography / Research postings	10 Points
Virtual Meetings (two total)	50 Points
PowerPoint*	20 Points
Presentation	50 Points
Evaluation of Peers	15 Points
Self Critique	10 Points
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Total	175 Points

*Items are group grades; everyone will get the same grade. Other items will be assigned an individual grade.