

Stand and Deliver: Teaching Group Presentation Dynamics-- Assignment
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What follows is the actual assignment in use for this semester. Each semester the topic of the report deck and associated team presentations changes but the structuring of the related assignments remains much the same. Students receive the report deck assignment as a whole in the middle of week 8 of the semester. Week 9 activities include research, storyline composing, and physical delivery (non-verbal) practice. The assignment below is “due” in week 10. Mission statements referenced below were given to student teams as part of the report deck assignment (each team is consulting for a particular kind of business in a specific industry sector).

First Team Oral Presentation

BCaP

Fall 2018

Aligning green building with your client’s mission

Due: Teams will present the week of Oct 22 or as designated by your professor

Task: Your team is presenting your preliminary analysis surrounding **how and why green building practices support the client organization’s mission**. In presenting your initial research, your team should focus on both the meaning of the mission statement and the current state of green building as it relates to your client’s business/industry.

- Refer to the report deck assignment for details regarding overall purpose of the assignment and the role the 1st team presentation plays in that assignment
- Refer to the 1st team oral presentation team components rubric for additional information regarding the format/structure of the presentation

Your intended audience is the other consulting teams who will also be presenting their information. Assume you are addressing peers in the consulting firm workplace who all share a common task of presenting to client organizations.

Teams are not competing against one another for the “greenest” recommendations, and you are not trying to “sell” the concept of green building to your peers or to the client. When you deliver your 1st team oral presentation, your team should be ready to zero in on an overarching position that is specific to your client’s mission statement.

After each member of the team conducts research, you should meet together and plan your storyline for the presentation—think in terms of what kind of effective claim you are going to make about the value of green building to your client. Then think about how you are going to structure that content so that it will lead to your take-away message:

Basic take-away message “formula”:

“Green building practices support the client’s mission. . . . (“why?” Or “in what way?”)

To develop that take-away message, your team will have to:

- **research comparable companies and examine their green-building practices if any**
- **assess industry and business-specific rationales for green building**

- **think about the mission statement provided by the client organization and notice how the statement claim might intersect with green-building initiatives**

Make sure the information you provide—including any possible advantages and limitations—is actually relevant to decisions surrounding sustainability and green building.

No PPT slides, with the exception of a single PPT slide listing references consulted (use APA style), which should be uploaded to ICON but not shown as part of the presentation.

Purpose of assignment: To kick-start teams into getting preliminary research started and to practice narrowing down a topic and synthesizing research so that as a team you can develop an overarching position (thesis statement) for your presentation—which then will launch you into taking a position for the report deck. You may alter/narrow your position as you do more research for the report deck—but this assignment will give your team a specific direction that you can refine as you do more research.

The other main purpose is to provide practice in delivering information as a team—so you can have some low-stakes practice and learn team dynamics/choreography in presenting effectively as a team.

Requirements: Review Chap. 5 in Munter/Hamilton, *Guide to Managerial Communication, 10 e* for effective planning of oral presentations. Review Chap. 7 for nonverbal (physical) delivery tips.

Teams should plan on a total of 15 minutes for their presentation—approximately 12 minutes of content and 3 minutes of questions. Each member of a team should have roughly the same amount of presentation time. Each team is responsible for thinking about how to generate response from the audience—that is, if there are no questions following a team’s presentation it is up to the team to generate some by directly engaging the audience.

Note cards are not allowed during the presentation—presentations should not be memorized but should be rehearsed so you know your content and are prepared to share it.

Appropriate dress for those presenting is business casual. No one in the class – either presenting or in the audience—may eat/drink (other than water), chew gum or wear a hat (other than a religious head covering) when a team is presenting.

Inappropriate use of electronic devices in class during another team’s presentation will have a significant negative impact on the engagement/participation component of your course grade. Part of business communication protocol includes practice listening and responding appropriately as an audience.