

“How’s Business?”
Instructions for Students
BCQ, My Favorite Assignment 2011

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Preparing a formal presentation provides an obvious opportunity to lead through communication, but you will undoubtedly have many opportunities throughout your day for influencing others. For example, how would you answer the common, everyday question, “How’s business?” You could wing it and just say whatever comes to mind, or you could be ready with a “message platform” that you can adapt to the listener’s interests.

For this assignment, complete the following steps:

- **Develop a “message platform”** designed to be delivered to whoever might ask you this question. Your message should be tied to strategic business objectives, be guided by a basic framework of your own design, and be adaptable given the situation and listener.
- **Pick seven potential listeners** who may ask you this question. Choosing a variety of people will give you more opportunity to practice “style flexing.”
- **Practice delivering your message**, making adjustments for each of the potential listeners’ interests or concerns. Keep your answers short and conversational, about 1-2 minutes.
- **In-class, three listeners will be picked from a hat.** You’ll deliver essentially the same message in three different ways. You will receive feedback from your peers on how clear and memorable the message was, how useful the framework was for the objectives you identified, how well you flexed your style and delivery, and how extemporaneously you spoke.
- **Afterward, write a reflection paper.** In 500 words or less (about 2 pages, double-spaced), describe what you learned from this assignment and identify points for further development.