

Engage Your Audience



NYU | STERN

Spring 2025 MCOM-GB.2129.20

Tuesdays: Jan. 28, Feb. 4, 11, 25, March 4, 11 1:30-4:20 PM

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Office Hours: By appointment **Teaching Fellow:** Hani.Mohammadian@stern.nyu.edu

COURSE OVERVIEW

Successful business presentations are based on effective communication strategy. This course is designed for students who want to become more dynamic and engaging presenters. Practice exercises will focus on planning effective strategy; refining visual, vocal and verbal delivery to strengthen your presence; structuring and designing content; and handling questions from both internal and external audiences. During this course, you will prepare and deliver individual and group presentations. Students will benefit from individual feedback and coaching.

LEARNING OUTCOMES

- Understand how to use the elements of communication strategy to engage the audience
- Analyze and practice delivery techniques for prepared and impromptu presentations
- Experiment with audience attention and persuasion techniques
- Use message structure and storytelling principles to make your presentations memorable
- Apply design principles in the creation of visuals for your presentations
- Practice answering audience questions and giving/receiving feedback on presentations

REQUIRED READING AND VIEWING

- Duarte, Nancy. “Authentic Presentations Take Practice” *
- Duarte, Nancy. “Create a Presentation Your Audience Will Care About” *
- Lennard, Diane. “Tell Your Story” *
- Lennard. *Strategic Communication at Work: The Impact Paradigm*. (Routledge, 2018) *
- Schenkler, Irv. “How to Review Your Videotape” *
- Videos: *Structure Your Story* and *Create Compelling Visuals* **

* Available on Brightspace/Course Reading

** Available on Brightspace/Course Viewing

GRADING

Assignments for this course are listed below. (Grading criteria for each assignment are listed on the following pages.) Your final grade will be based on class participation and completion of assignments.

ASSIGNMENT	% of GRADE	DUE (Session)
<i>Self-Introduction Story –Individual Benchmark Presentation</i>	*	1
<i>Self-Evaluation of Introduction Story</i>	*	2
<i>Self-Evaluation of Impromptu Speaking Exercise</i>	*	3
<i>Team Presentation</i>	25	3
<i>Self-Evaluation of Team Presentation</i>	*	4
<i>Big Idea for Team Pitch</i>	*	4
<i>Team Pitch</i>	25	5
<i>Self-Evaluation of Team Pitch</i>	*	6
<i>Final Individual Presentation</i>	30	6
<i>Participation (Includes all italicized items above)</i>	20	Ongoing

CLASS PARTICIPATION

In-class contribution is a significant part of your grade and an important part of our shared learning experience. Your active participation helps me to evaluate your overall performance. You can excel in this area if you contribute to the course by:

- Providing strong evidence of having thought through the material
- Advancing the discussion by contributing insightful comments and questions
- Demonstrating interest in your peers' comments, questions, and presentations
- Giving constructive feedback to your peers when appropriate
- Being present, punctual and prepared

Engage Your Audience is designed to be a highly interactive course. The more you invest in the course, the more you will learn, and the more others will learn from you. You are required to keep pace with the class; follow the course outline; participate in all activities; and complete readings, viewings and assignments by the designated due date (listed in the course outline below).

BRIGHTSPACE

Announcements: includes course reminders; check these regularly

Course Information: includes syllabus and the class list

Pre-Course Survey: includes the Pre-Course Survey; please fill out and submit as soon as possible

Assignments: submit all written assignments on Brightspace/Assignments

Modules 1- 6: includes course reading, viewing, documents, assignments; class slides and recording

ATTENDANCE POLICY

Attending each of the six class sessions is required and part of your grade.

NOTE: If you have a qualified disability and will require academic accommodation during this course, please contact the Moses Center for Students with Disabilities (CSD, 998-4980) and provide me with a letter from them verifying your registration and outlining the accommodations they recommend.

VIDEO RECORDING

One way to improve your presentation skills is to watch yourself on video. For this reason, all of your presentations will be recorded on video and made available to you on Brightspace.

INTEGRITY

I expect that you will adhere to the Stern MBA Honor Code.

<https://www.stern.nyu.edu/uc/codeofconduct>

COURSE OUTLINE

MODULE ONE TUESDAY, JANUARY 28, 2025 1:30 PM - 4:20 PM	
READING	Read: "Tell Your Story" Read: Lennard, The Impact Paradigm and Chapter 3
DELIVERABLE	<p>► Self-Introduction Story (3 minutes) Prepare a three-minute Self-Introduction Story (using no visual aids, notes or slides). This will serve as a benchmark of your presentation skills.</p> <p>Use the 3-step story framework to plan your presentation. Make sure to include some personal information in your story so the class can get to know you.</p> <p>Choose one of the following topics:</p> <ol style="list-style-type: none">Tell us how you learned something through success or failureDescribe to us how you mastered a skillShare with us how you overcame resistance to change
AGENDA	ACTIVITIES
1:30 pm –2:30 pm	<ul style="list-style-type: none">• Course and student introductions• Communication strategy and presentation structure
2:30 pm – 4:20 pm	<ul style="list-style-type: none">• Self-Introduction Stories• Debrief• Assignments

MODULE TWO TUESDAY, FEBRUARY 4, 2025 1:30 PM - 4:20 PM	
READING/VIEWING	Read “How to Review Your Videotape” View: Self-Introduction Story video View: <i>Structure Your Story</i> video Read: “Create a Presentation Your Audience Will Care About’ Read: Select a Flow Structure
DELIVERABLES	<p>► Self-Evaluation of Introduction Story Read “How to Review Your Videotape” (Course Reading) and then watch your Self-Introduction Story video (Module 1/Class Session Recording); fill out the Self- Evaluation of Introduction Story form (Course Documents) and post it (Assignments).</p>
AGENDA	ACTIVITIES
1:30 pm – 3:00 pm	<ul style="list-style-type: none"> • Impromptu Speaking Exercise • Debrief
3:00 pm – 4:20 pm	<ul style="list-style-type: none"> • Delivery techniques • Team meeting to plan the Team Presentation • Assignments

MODULE THREE TUESDAY, FEBRUARY 11, 2025 1:30 PM - 4:20 PM	
READING/VIEWING	View: Impromptu Speaking Exercise video Read: Guidelines for Giving and Receiving Feedback
DELIVERABLE	<p>► Self-Evaluation of Impromptu Speaking Exercise Watch your Impromptu Speaking Exercise video (Module 2/Class Session Recording), then fill out the Self-Evaluation of Impromptu Speaking Exercise form (Course Documents) and post it (Assignments).</p> <p>► Team Presentation (10 minutes) Plan, prepare and present a 10-minute Team Presentation on a Big Idea about your selected company. Your audience is the students in the class.</p> <ul style="list-style-type: none"> • Complete your Team Presentation Planner - one per team (Course Documents) and post it (Assignments) no later than 11:59 pm on Monday, 2/10. • Design visual aids for your Team Presentation that enhance and support your message. Post slides (Assignments) no later than 11:59 pm on Monday, 2/10.

	<p><i>GRADING CRITERIA:</i></p> <ol style="list-style-type: none"> 1. <i>Structure: Presentation follows a logical order, and details support the main ideas</i> 2. <i>Content: Information is relevant, and content is organized to elevate overall audience attention</i> 3. <i>Delivery: Presenters engage the audience and speak with conviction</i>
AGENDA	ACTIVITIES
1:30 pm – 3:30 pm	<ul style="list-style-type: none"> • Effective feedback for presenters • Team Presentations
3:30 pm – 4:20 pm	<ul style="list-style-type: none"> • Types of difficult questions • Handling audience questions • Assignments

MODULE FOUR TUESDAY, FEBRUARY 25, 2025 1:30 PM - 4:20 PM	
READING/VIEWING	View: Team Presentation video View: <i>Create Compelling Visuals</i> video Read: Lennard, Chapter 4
DELIVERABLES	<p>► Self-Evaluation of Team Presentation Watch your Team Presentation video (Module 3/Class Session Recording), then fill out the Self-Evaluation of Team Presentation form - one per person (Course Documents) and post it (Assignments).</p> <p>► Big Idea for Team Pitch Write 1-2 paragraphs on your Big Idea for the Team Pitch - one document per team. Make sure to specify the project idea and internal group (of your choice) in your selected company that will be the audience for the Team Pitch. Post document (Assignments) no later than 11:59 pm on Monday, 2/24.</p>
AGENDA	ACTIVITIES
1:30 pm – 3:30 pm	<ul style="list-style-type: none"> • Preparation for impromptu speaking • Impromptu Speaking Practice
3:30 pm – 4:20 pm	<ul style="list-style-type: none"> • Compelling visuals • Team meeting to plan the Team Pitch • Assignments

MODULE FIVE TUESDAY, MARCH 4, 2025 1:30 PM - 4:20 PM	
READING/VIEWING	View: Impromptu Speaking Practice video Read: "Authentic Presentations Take Practice"
	<p>► Team Pitch (5 minutes, plus 7-minute Q&A) Plan, prepare and deliver a 5-minute pitch (with visuals), plus a 7-minute question and answer session with the audience.</p> <p>Assume your team is an external consulting group pitching a project idea to a specific internal group (of your choice) in your selected company.</p> <p>Remember to:</p> <ul style="list-style-type: none"> • Post your Team Presentation Planner and slide deck on Assignments by Monday, 3/3, no later than 11:59 pm. • Organize your presentation so that you can effectively communicate your key messages in the allotted time • Be prepared to answer the audience's questions <p><i>GRADING CRITERIA:</i></p> <ol style="list-style-type: none"> 1. <i>Structure: Presentation follows a logical order, and details support the main ideas</i> 2. <i>Content: Information is relevant, and content is organized to elevate overall audience attention</i> 3. <i>Delivery: Presenters engage the audience and speak with conviction</i> 4. <i>Visuals: Slides are readable and reinforce the verbal messages</i> 5. <i>Teamwork: Team is prepared, professional, and shares responsibility for Q&A</i>
AGENDA	ACTIVITIES
1:30 pm – 4:20 pm	<ul style="list-style-type: none"> • Team Pitches • Debrief • Assignments

MODULE SIX		TUESDAY, MARCH 11, 2025		1:30 PM - 4:20 PM	
READING/VIEWING		View: Team Pitch video Read: Lennard, Chapter 6			
DELIVERABLES		<p>► Self-Evaluation of Team Pitch Watch your Team Pitch video (Module 5/Class Session Recording), then fill out the Self-Evaluation of Team Pitch form - one per person (Course Documents) and post it (Assignments).</p> <p>► Final Individual Presentation (3 minutes) Plan, prepare and deliver a 3-minute presentation about an important innovation in your industry and your point of view about that innovation. Your audience is the students in the class.</p> <p>Remember to:</p> <ul style="list-style-type: none"> • Post your Final Individual Presentation Planner and slide deck on Assignments by Monday, 3/10, no later than 11:59 pm. • Be prepared to answer questions during or after your presentation. • Organize your presentation so that you can effectively communicate your key messages in the allotted time. • Make sure your visual aids enhance and support your message <p><i>GRADING CRITERIA:</i></p> <ol style="list-style-type: none"> 1. <i>Structure: Presentation follows a logical order, and details support the main ideas</i> 2. <i>Content: Information is relevant, and content is organized to elevate overall audience attention</i> 3. <i>Delivery: Presenter engages the audience and speaks with conviction</i> 4. <i>Visuals: Slides are readable and reinforce the verbal messages</i> 			
AGENDA		ACTIVITIES			
1:30 pm – 4:20 pm		<ul style="list-style-type: none"> • Final Individual Presentations • Debrief and review 			

MODULE	TOPICS	READING/VIEWING	DELIVERABLES
1 January 28	Course and Student Introductions Communication Strategy Presentation Structure Self-Introductions	<u>Read:</u> • “Tell Your Story” • Lennard, The Impact Paradigm (and optional: Chapter 3)	Self-Introduction Story
2 February 4	Delivery Techniques Impromptu Speaking Exercise	<u>Read:</u> • “How to Review Your Videotape” • “Create a Presentation Your Audience Will Care About” • Select a Flow Structure <u>View:</u> • <i>Structure Your Story</i> video • Self-Introduction Story video	Self-Evaluation of Introduction Story
3 February 11	Feedback Team Presentations Audience Questions	<u>Read:</u> Guidelines for Giving and Receiving Feedback <u>View:</u> Impromptu Speaking Ex. video	• Self-Evaluation of Impromptu Speaking Exercise • Team Presentation
4 February 25	Impromptu Speaking Practice Visuals	<u>Read:</u> (optional) Lennard, Chapter 4 <u>View:</u> • <i>Create Compelling Visuals</i> video • Team Presentation video	• Self-Evaluation of Team Presentation • Big Idea for Team Pitch
5 March 4	Team Pitches	<u>Read:</u> “Authentic Presentations Take Practice” <u>View:</u> Impromptu Speaking video	Team Pitch
6 March 11	Final Individual Presentations Debrief and Review	<u>Read:</u> Lennard, Chapter 6 <u>View:</u> Team Pitch video	• Self-Evaluation of Team Pitch • Final Individual Presentation