Exercise Week 13: Effective C-Suite Briefing (Individual)

Due Apr 17 at 11:59pm   **Points** 12   **Questions** 12
Available until Apr 17 at 11:59pm   **Time Limit** None

Instructions

This exercise is formatted using true/false questions. Each question describes a presentation approach. Answer "true" if the approach is effective for a C-suite briefing.

Attempt History

	Attempt	Time	Score
LATEST	Attempt 1	10 minutes	12 out of 12

Score for this quiz: **12** out of 12
Submitted Mar 18 at 11:51am
This attempt took 10 minutes.

Question 1	1 / 1 pts

Presentation Approach:

Be clear about the purpose of the presentation. Define what you need and identify clear actions for the audience.

This approach is effective for C-Suite presentations.

Correct!

◉ True

○ False

Question 2
1 / 1 pts

Presentation Approach:

Articulate the business benefit of your recommendation. Be realistic about the cost and present a clear return on investment.

This approach is effective for C-Suite presentations.

Correct!

- ● True

- ○ False

Question 3
1 / 1 pts

Presentation Approach:

Make sure the audience understands how important it is to adopt your recommendation. Let them know that they are at risk of being fired if there is a cyber attack that your recommendation could have prevented.

This approach is effective for C-Suite presentations.

- ○ True

Correct!

- ● False

Question 4
1 / 1 pts

Presentation Approach:

To make sure you finish in the allotted time, ask the audience to hold their questions until the end.

This approach is effective for C-Suite presentations.

○ True

◉ False

Question 5

1 / 1 pts

Presentation Approach:

Develop a package that is visually appealing. Make sure it concisely provides the necessary information including a compelling recommendation.

This approach is effective for C-Suite presentations.

◉ True

○ False

Question 6

1 / 1 pts

Presentation Approach:

Don't waste valuable time identifying the problem. Jump right to your idea for a solution.

This approach is effective for C-Suite presentations.

○ True

● False

Question 7

1 / 1 pts

Presentation Approach:

It is important to have a strong delivery. Make the presentation exciting with graphics and few words. Make the recommendation something you reveal during the briefing and not something the audience can see in a read-ahead package.

This approach is effective for C-Suite presentations.

○ True

● False

Question 8

1 / 1 pts

Presentation Approach:

Make sure you cover all the slides you prepare in the order that designed for the best flow.

This approach is effective for C-Suite presentations.

○ True

Correct!

◉ False

Question 9

1 / 1 pts

Presentation Approach:

Start with the Bottom Line Up Front (BLUF) and add details as needed. Be ready with supporting data if needed.

This approach is effective for C-Suite presentations.

Correct!

◉ True

○ False

Question 10

1 / 1 pts

Presentation Approach:

Anticipate potential questions and be prepared with supporting data. Be sure of your facts including the source of your information.

This approach is effective for C-Suite presentations.

○ True

○ False

Question 11

1 / 1 pts

Presentation Approach:

Rehearse your presentation and make sure it fits into half of the allotted time. This will keep you from feeling rushed if you have to start later than scheduled and leaves time for questions and discussion.

This approach is effective for C-Suite presentations.

Correct!

⦿ True

○ False

Question 12

1 / 1 pts

Presentation Approach:

Design the presentation to be comprehensive while being concise with a clear message. Make the recommendations compelling and complete.

This approach is effective for C-Suite presentations.

Correct!

○ True

○ False

Quiz Score: **12** out of 12