



Department of Informatics Engineering  
(MEIC & METI)

2022/2023

## Communication Skills II

Second Semester 2  
(P3)

*1-minute Oral Presentation - Individual*

Topic: **Business Communication**

Week 1 [February 20th-23rd]

Prof. Cláudia Silva

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### Weighting and Evaluation Criteria

**Total score:** 20 values

#### Weighting

Each of the adopted evaluation criteria is quoted in the [0.5] interval, and half points may be attributed.

Grades [0.5] reflect **the level of acquisition of the skill being evaluated**, according to the following criteria:

**5: Excellent:** The student has fully acquired the evaluated skill. Any errors are insignificant lapses.

**4: Good:** The student, although they may have made small mistakes or omissions, has acquired the evaluated skill in its entirety or almost entirely.

**3: Sufficient:** Despite significant mistakes or gaps being visible, the student has acquired the essence of the evaluated skill.

**2: Insufficient:** The student has not acquired the essence of the evaluated skill.

**1: Poor:** The student has not acquired the evaluated skill.

**0: No response:** The student has not addressed the evaluated skill.

#### Evaluation Criteria

##### 1. Non-Verbal Communication (6 points)

- a. Posture (1)

- b. Gestures (1)
- c. Eye Contact (1)
- d. Facial Expression (1)
- e. Tone (1)
- f. Proxemics (1)

## **2. Audience Engagement Techniques (4 points)**

The maximum score can be achieved through the appropriate use of two of the techniques below:

- a. Rhetorical Questions
- b. Comparison/Analogy/Contrast
- c. Use of Figurative Language
- d. Personal Narrative
- e. Call to Action
- f. Humor

## **3. Verbal Communication (8 points)**

- a. Structure and coherence of speech, taking into account the professional scenario presented (5)
- b. Clarity of message (e.g. translating jargon/technical terms for the general public) (3)

## **4. Time Management (2 points)**

- a. Respected the time (2)
- b. Did not respect the time (0)

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### **Task Explanation**

This in-class assignment provides a valuable opportunity for you to hone your professional communication skills and demonstrate your creativity by presenting yourself in a unique and engaging way. Rather than relying on the traditional "hello, my name is x, I do y..." approach, you will be challenged to think outside the box and create a memorable introduction. The goal is to help you practice the first part of your "video resumé", which involves introducing yourself in a professional context. In class, you'll be assigned one of the scenarios described below and you'll have to tailor your presentation to fit the specific context and target audience.

**Scenario 1: Networking Event**

You are attending a world-class event, and while the atmosphere is informal, the attendees are potential high-profile employers. You have been introduced to the CEO of an outstanding technology company, but as she is highly solicited by everyone at the event, everyone wants to talk to her. However, you were lucky enough to be introduced directly to her. This situation is very convenient because you are looking for a job. The challenge is that you only have one minute to make a good impression and introduce yourself effectively. What key information should you share with her?

**Target audience:** Potential employers, such as company directors, lead engineers, and HR personnel.

**Scenario 2. My First Day at Work**

It is your first day as a full stack developer at a software company and you have been invited to an informal team-building meeting. You do not know anyone yet, but everyone is curious to find out who the new colleague is. The meeting will be attended by your team colleagues, fellow engineers, your department head, the company CEO, and colleagues from the marketing/communication and human resources departments.

**Target audience:** Work colleagues from various departments, team leaders, company directors.

**Scenario 3. Meeting with clients**

Usually, at the company where you work as a software engineer, it is the Business Analyst who gathers requirements from clients. However, due to a recent incident, the business analyst is currently on sick leave and you have been tasked with meeting with a client to gather requirements for software development. Although the client is highly satisfied with your team's work, they are hesitant to communicate directly with the company's engineers because of a lack of comfort with technology, specifically software creation. Therefore, it is crucial to establish rapport and empathy to facilitate effective communication between engineers and clients.

**Target audience:** Clients, non-tech-savvy public.

**Scenario 4. Participation in International Conference**

You work at a leading company in the field of social robotics, and today you're in Tokyo to attend an international conference on the social impact of robotics on the future of work. The event is highly international, attracting participants from across Asia, Africa, and the Americas. During a coffee

break, you find yourself needing to introduce yourself to a group of five researchers who are interested in developing a partnership with your company.

**Target audience:** scientists, engineers, technology policy and regulation makers, CEOs from different cultures.

#### **Scenario 5: Bug Fixing Meeting**

As an intern at a tech company, your first project involves implementing distributed systems for a client. Due to the company's Covid-19 work policy, your work has been entirely remote, and you haven't had the chance to meet your team in person. However, there is now an opportunity to change that. You'll soon meet with your team to discuss technical issues and bugs that need to be addressed, and the team manager will be present. Since the meeting time is limited, you'll need to not only introduce yourself, but also highlight your personal characteristics, to demonstrate your ability to improve and fix the necessary areas.

**Target audience:** Team colleagues (computer engineers), senior team leaders.

#### **Scenario 6. Keynote Speaker at an IoT Conference**

You've been invited to speak as the keynote at an international conference, where you'll address the topic of IoT (Internet of Things) and share your latest research findings on connectivity, security, and privacy. The audience is composed of students, professors, and engineers with a keen interest in the subject. It's critical to emphasize your introduction, as it will establish the tone for your presentation and capture the attention of the audience. Additionally, the conference provides an opportunity to advance your career or receive job offers from other companies, but to do so, you must demonstrate your communication skills and expertise to impress the attendees.

**Target audience:** PhD students, engineers, university professors.

#### **Scenario 7. Product Launch for the General Public**

Today is the launch day for a new product, similar to the "Bell Rocket Belt," that your company has developed. As a back-end developer, your role is to present the product's features and captivate the audience. The presentation will take place in a professional environment, and it's important to strike a balance between highlighting the product's advantages over its competitors and showcasing your abilities and expertise to secure your role in continuing the product's development.

**Target audience:** CEO's, team leaders, fellow engineers, and other business or IT professionals interested in the product, but mainly the non-specialized/general public who potentially will be the product buyer.

### **Scene 8. AI lecture for primary school students**

As a master's student in computer engineering, you're working on a new artificial intelligence system for your thesis project. Titled "Science for Kids," the system is designed to introduce various areas of science to primary school children between the ages of 5 and 7. As part of the project, you're scheduled to give a lecture at Castelo Elementary School in Lisbon. You have one minute to introduce yourself creatively and playfully in order to capture the attention of the children, since they don't know what it means to be a computer engineer.

**Target audience:** 1st grade students, small children.

### **Scenario 9. Digital Literacy Workshop for People over 60 Years Old**

You are a Master's student in Computer Engineering, and as such, you are also a volunteer tutor for a non-profit organization that promotes digital inclusion for disadvantaged communities with low digital literacy. With a keen interest in cybersecurity, you're currently interning at the National Cybersecurity Center. Due to the increasing number of computer frauds targeting the older age group (age 60+), you've been invited to participate in a workshop on internet security awareness and best practices aimed specifically at this local community.

**Target Audience:** People over 60 years old with weak digital literacy.

### **Scenario 10. Software Developer Job Interview**

You are in the final year of your Master's degree in Telecommunications Engineering and actively seeking job opportunities. After submitting several resumes, you've been invited for a job interview as a software developer at one of the 'Big 4' consulting firms. During the interview, the human resources professional has requested that you introduce yourself in one minute. You'll need to use both verbal and non-verbal communication to effectively highlight your key characteristics and make a positive impression that positions you as the most suitable candidate for the job.

**Target Audience:** Recruitment Team (Human Resources).

**Learning objectives:**

At the end of this task, the student will be able to:

- a. Present themselves creatively, concisely and attractively to capture the attention of a specific target audience in the context of professional communication;
- b. Identify relevant information about themselves for the professional context, with a specific target audience in mind;
- c. Communicate verbally and non-verbally their personal and professional identity.

**Requirements:**

- a. **It is not acceptable to simply state your name and course in a conventional manner (e.g. "Hello, my name is...I am a student of-...");**
- b. The presentation must be delivered in person in the classroom;
- c. The use of slides is not allowed;
- d. The use of notes is not allowed;
- e. Consider the context of professional communication;
- f. Communicate clearly and in a manner adapted to your target audience.

**Instructions for task completion:**

1. Prepare a script beforehand for your speech;
2. Practice out loud and time yourself;
3. Use the resources in the classroom, such as the board, chairs, or tables;
4. Bring from home an object or artifact that defines you or represents your personality, or a story you want to tell;
5. Dress appropriately for the context (scenario) assigned to you, without forgetting your personal brand/style/personality;
6. Use humor, for example, by sharing personal anecdotes (something that has happened to you and is funny);
7. Use rhetorical questions;
8. Use repetition in a structured manner;
9. Tell a personal narrative;
10. Use contrast, comparison or analogy;
11. Public speaking is about the audience. Know them well;
12. Seek to use inclusive communication that represents the diversity of the classroom, paying special attention to issues of gender, ethnicity and nationality (see, for example, the brochure on the [Promotion of Inclusive Communication at Técnico](#)).
13. Do not make generalizations that reinforce existing stereotypes in society.

**Readings for this task:**

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*(These articles should be read before the class)*

**1. How to introduce yourself in a creative way:**

Source: <https://bizfluent.com/how-12188697-give-creative-selfintroduction.html>

**2. How to introduce yourself so you'll be unforgettable:**

Source: <https://ideas.ted.com/how-to-introduce-yourself-so-youll-be-unforgettable-in-a-good-way/>

**3. 20 Creative Ways Introduce Yourself:**

Source: <https://www.lifehack.org/350705/20-creative-ways-introduce-yourself>

**4. How does culture affects communication (relevant for scenario 4):**

-<https://bizfluent.com/info-12139874-cultural-influence-business-communication-situations.html>

-<https://peepstrategy.com/how-culture-affects-communication/>

**5. How to communicate to children (relevant for scenario 8):**

-<https://www.rachaelebonoan.com/single-post/2017/05/24/9-tips-for-communicating-science-to-children>