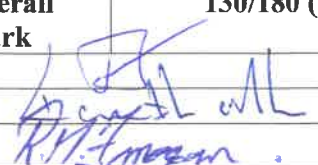


COMMAND, LEADERSHIP, ETHICS & MANAGEMENT PRESENTATIONS			
ASSESSMENT FEEDBACK REPORT			
8 th JOINT COMMAND AND STAFF COURSE			
Student Name	Comdt A. Beatty	Other Syndicate Members	Comdt F. McNamara
Duration of Presentation	21 mins	Date of Syndicate	18 SEP 25
Syndicate Title	Strategic Communication and Public Trust How should Irish Defence Forces leaders manage public trust and strategic communications within ethical boundaries in the era of social media and disinformation?		
Individual Comments			
Comdt Beatty is a clear and confident communicator with an engaging, authentic style, delivering to an extremely high standard. This was complemented by the effective use of visual aids (PPT), which enhanced the overall presentation. The speaker maintained good pace and flow, using no written notes, which demonstrated evidence of research and rehearsal. The content was characterized by critical engagement with theory and well-selected academic sources, adding credibility and depth. The presenter also responded to questions thoughtfully and with consideration, further reinforcing the strength of the presentation			
Group Comments			
Overall, this presentation was well structured, with a good balance between content and analysis. The group approached the question in a clear and deliberate manner, and their decision to divide the material into four sections worked well, showing evidence of preparation and rehearsal. This structure ensured continuity between sections, making the presentation easy to follow and engaging. Academic literature and examples were current, relevant, and effectively integrated. It must be noted that the image and source bibliography were presented to an exceptionally high standard, which added credibility to the work.			
The initial examination of definitions and concepts provided a strong foundation, allowing the presentation to develop progressively towards a deeper analysis of the challenges facing political and strategic leaders in how they communicate. The ideas drawn from the literature were well synthesized into a coherent argument and linked directly to the question posed. This was achieved while maintaining audience engagement, further reflecting careful preparation. The presentation built effectively towards its final section on resilience and leadership, with key ethical considerations around trust and transparency clearly threaded throughout. The board's questions were answered logically and with reference to relevant material. For future presentations, a few constructive points could be considered. Each presenter used different slide styles, rather than a standardized template, which negatively impacted visual coherence. In some cases (e.g., slides 13, 16, and 20), the text was too small to read comfortably. The use of images of Irish and international leaders detracted slightly from coherence of the presentation, as the figures shown were not referenced. A few slides (e.g., slide 7) were glossed over too quickly, which disrupted the flow. For future presentations, closer attention to detail in slide design would be beneficial, particularly in relation to the placement and proportion of images, which should remain in 'original ratios'. Finally, the conclusion felt somewhat rushed which could be a little better managed for future presentations .			
In conclusion, this was a commendable presentation: comprehensive, logically structured, and delivered in a professional and engaging manner.			

Content 52 /72		Analysis 52/72	Syndicate Mark 104 /144	
Individual Style 13 /18		Individual Content & Analysis 13/18	Time Penalty: N/A	
			Overall Mark	130/180 (72.2 %)
Board President	Comdt Tadhg O'Donoghue			
Board Member	Comdt Kenneth O'Rourke			
Board Member	Dr. Rory Finnegan			