# **DAT 610: Milestone Four Guidelines and Rubric**

**Overview:** Once all the analysis is complete and the reports are written, a presentation is often given to the board of directors or other stakeholders. This milestone is an opportunity to create a rough draft of a presentation to give to such a group.

**Prompt:** Company XYZ's chief risk officer has asked you to present the information from your three proposals at the annual meeting of the stockholders. The stakeholders also need to be convinced of the usefulness of using data analytics in risk assessment and management.

Use your proposals to create a presentation that transparently communicates the level and severity of risk for stakeholders while highlighting the usability of the proposed tools. This is your opportunity to promote the use of data analytics in risk assessment and management.

Specifically, you must address the following **critical elements**:

## 1. Micro and Macro Levels and Severity of Risk

Create enterprise risk management visualizations that best demonstrate the organization's macro- and micro-level risks and their severity.

#### 2. Tailoring Visualizations to Audience

Tailor your visualizations to the needs of your audience. This will require consideration of the experiences of your audience, the message you intend to deliver, and so on.

## 3. Data Analytics Promotion

Promote data analytics as a necessity for enhancing risk assessment through improving risk assessment and management programs, policies, and strategies for your company by explaining how using real data can make a significant difference for the organization.

**Guidelines for Submission:** Where applicable, APA-style citations must be used. For specifics on the presentation, see the notes at the end of this document.

# Rubric

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Micro and Macro Levels and Severity of Risk	Meets "Proficient" criteria, and visualizations are explicit and direct without unnecessary information	Visualizations accurately portray the macro and micro levels of risk and the severity of risk within the organization	Visualizations portray the macro and micro levels of risk and the severity of risk within the organization, but there are instances of inaccuracy	Visualizations do not portray the macro and micro levels of risk and the severity of risk for the organization	30
Tailoring Visualizations to Audience	Meets "Proficient" criteria, and visualizations utilize creative methods	Visualizations are tailored to the needs of the audience and deliver the intended message	Visualizations deliver the intended message but are not tailored to the needs of the audience	Visualizations do not deliver the intended message	30
Data Analytics Promotion	Meets "Proficient" criteria, and presentation is persuasive, clear, and uninhibited	Explains how using real data can make a significant difference within the context of the proposal and organization	Explains how using real data can make a significant difference, but not within the context of the proposal and organization	Does not explain how using real data can make a significant difference	30
Articulation of Response	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy to read format	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	10
				Total	100%

#### **Presentation Notes**

In a professional career, one may be called upon to conduct research and deliver findings in professional settings. No matter how extensive the research or accurate the conclusions, a weak presentation can undermine an argument. A presentation is a tool used to help make an argument. When creating presentations, students develop skills in researching an issue, synthesizing the information, organizing data logically, and presenting findings in an effective manner.

#### **Principles of an Effective Presentation:**

- You may utilize a product such as Microsoft's PowerPoint or Google Presentation to create your presentation.
- There are various template designs that you can find on the web for your presentation. However, first consider your presentation from the perspective of your audience prior to selecting a specific style. Distracting backgrounds, large blocks of text, all uppercase fonts, elaborate font styles, grammatical errors, and misspellings are distracting. Be consistent with the style of text, bullets, and sub-points in order to support a powerful presentation that allows your content to be the focus.
- Each slide should include your key point(s). Do not place large blocks of text on the visual. Your presentation is not a means of presenting a short paper. In an actual presentation, you would not "read" from your slides but rather use them as prompts.
- Any notes or narration you would use in delivering this presentation to a group should be listed in the "notes" section of the slide.
- References should be listed at the bottom of the slide in slightly smaller text.
- Use clip art, AutoShapes, pictures, charts, tables, and diagrams to enhance but not overwhelm your content.
- Be mindful of the intended audience and seek to assess the presentation's effectiveness by gauging audience comprehension (when possible).

Below are some links that offer helpful tips and examples for developing your presentation:

- Making PowerPoint Slides
- <u>10 PowerPoint Presentation Tips</u>
- Really Bad PowerPoint and How to Avoid it