**xxx-xxxx Visualisation and Data Storytelling**

**Exercise #6 – Rhetoric for Call-to-Action**

**Value:** 15%

**Due:** End of Week 9

**Assignment Objective**

Rhetoric persuades stakeholders to think and act in certain ways during the presentation and afterwards. Rhetoric also motivates stakeholders to act by building strong calls-to-action. Your objective is to create a presentation script that ends will an emotionally justified call to action.

**Instructions**

1. Go to the website Information and Communications Technology Council

* [https://www.ictc-ctic.ca](about:blank)

1. Read the whitepaper *5G: Jumpstarting Our Digital Future*

* <https://www.ictc-ctic.ca/wp-content/uploads/2018/12/ICTC_5G-Jumpstart-our-Digital-Future_EN-12.4.18.pdf>

1. Produce a five minute presentation script with the following sections. A presentation script is what you would say and how you would say it during a presentation. It includes your style as a presenter.

* Introduction – Core message with the question/problem, conclusion, and recommendation
* Analysis Methodology – Analysis, criteria, and assumptions used
* Arguments and Details – Three arguments specified to support the recommended decision using an anecdote, fact, and justification
* Conclusion – Summary of presentation
* Recommendation – Recommended decision, why the decision is justified, and states the Call-to-Action

1. Apply rhetoric planning for stakeholder decision-making for business, management, executive, and technical stakeholders. Plan for the following scenarios.

* Stakeholder agrees but doesn’t commit
* Stakeholder looks for holes in the presentation
* Stakeholder says proposal doesn't meet the company's high standards

1. Solidify your core message and call-to-action

* Reiterate the core message to build towards a justified call-to-action
* Tap into personal experiences for your arguments

1. Submission: Save your presentation as a PDF file.

**This assignment relates to the following Course Learning Outcomes**

* CLO 3 – Produce stories, rhetoric, and data stories to build calls to action for decisions and next steps in accordance with business objectives.
* CLO 5 – Develop and deliver role play presentations to business and technical stakeholders using storytelling and data stories that complements ones leadership and presentation style.

**Assignment Rubric**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Criteria** | **Exemplary** | **Accomplished** | **Developing** | **Incomplete** |
| **3 points** | **2 points** | **1 point** | **0 points** |
| Data Analysis | Correct data was selected for arguments and supported by analysis and commentary.  Distracting data was excluded.    No errors made in data or its analysis. | Correct data points were selected for arguments and supported by analysis and commentary.  Distracting data points in the most part were excluded.  Some errors made in data or its analysis. | Correct data points were selected for arguments and supported by analysis and commentary.  Distracting data points were often included.  OR  Significant errors made in data or its analysis. | Correct data points were not selected. |
| Script Sections and Content | Script follows specified structure with an overarching core message that connects content through each section.  Script has the right content with a quick opening, quick closing, and balanced details. Script can be completed within 5 minutes.  Data narrative and sections are memorable and smoothly transitions towards a call-to-action throughout the script. | Script follows specified structure with an overarching core message that connects content through each section.  Script in the most part has the right content with a quick opening, quick closing, and balanced details. Script could be completed within 5 minutes with some further work.  Data narrative and sections progress towards a call-to-action throughout the script. | Script follows specified structure. Core message connects content through some sections.  OR  Script has missing content with poorly timed sections.  OR  Data narrative and sections don’t progress towards a call-to-action throughout the script. | Core message doesn’t connect content through any sections. |
| Script Arguments and Flow | Script is straightforward to follow and flows cohesively from one section to the next. Script takes into consideration all planned stakeholder scenarios.  Specifies three arguments that tap into student’s personal experiences. Arguments are straightforward and focus on key information and data.  Sentences are clear, grammatically correct, and easy to understand. No spelling or formatting errors. | Script is in the most part is straightforward to follow when flowing cohesively from one section to the next. Script takes into consideration most planned stakeholder scenarios.  Specifies three arguments that tap into student’s personal experiences. Arguments focus on key information and data.  Sentences are easy to understand. Some spelling or formatting errors. | Script is difficult to follow when flowing from one section to the next. Script takes into consideration some planned stakeholder scenarios.  OR  Specifies one or two arguments that tap into student’s personal experiences. Arguments focus on key information and data in the most part.  OR  Sentences are difficult to understand. | Script can’t be followed or understood. |
| Data Narrative and Rhetoric | Data narrative creates justified call-to-action for business, technical, management, and executive stakeholders. Call-to-action built using targeted rhetoric, personal connection, and paints memorable emotional visuals.  Data narrative complements the arguments, section content, and data.  Data narrative supports both the options and the recommended decision. | In the most part, data narrative creates justified call-to-action for stakeholders. Call-to-action built using rhetoric with some personal connection that paints emotional visuals.  Data narrative complements the arguments, section content, and data.  Data narrative supports both the options and the recommended decision. | Data narrative creates a weak call-to-action for stakeholders.  OR  Data narrative doesn’t complement the arguments, section content, and data.  OR  Data narrative doesn’t support the options and the recommended decision. | Data narrative doesn’t create a call-to-action for stakeholders. |
| **Overall Score** | **Exemplary** | **Accomplished** | **Developing** | **Incomplete** |
| **11 or more** | **7 or more** | **3 or more** | **0 or more** |