ASSESSMENT: BUSINESS PRESENTATION

BUSINESS COMMUNICATION CENTER

ASSESSMENT FORM: MIS 4173 SPRINT PRESENTATION 1

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Instructions

This assessment form evaluates a business presentation using the following measurements:

Unprofessional 1.0 Developing 2.0 Proficient 3.0 Professional 4.0

weights are show in %

Name Sprint 1 Team 11

Class MIS 4713

Date 2/7/23

Score 2.39

1. CONNECTS TO TARGET AUDIENCE (10%)

2.3	3%	**STRATEGY**	Developing: Focuses on the audience as a generic group
2.7	3%	**ORGANIZATION**	Proficient: Conveys knowledge of at least 4 of the 6 presentational items
2.3	4%	**ENGAGEMENT**	Developing: Verbal/nonverbal behavior and visuals are more ineffective than effective

2. DIRECTS AND HOLDS ATTENTION (30%)

2.3	5%	**STRATEGY**	Developing: Uses both effective and ineffective techniques in presentation
2.7	10%	**ORGANIZATION**	Proficient: Designs effective messages
2.3	15%	**ENGAGEMENT**	Developing: Verbal/nonverbal behavior and/or visuals distract from the story

3. CREATES UNDERSTANDING AND MEMORY (30%)

2.3	10%	**STRATEGY**	Developing: Offers some evidentiary support for arguments
2.7	5%	**ORGANIZATION**	Proficient: Structure/content emphasize a few crucial insights to be recalled
2.3	15%	**ENGAGEMENT**	Developing: Verbal and/or nonverbal behavior distracts from understanding and recall

4. DRIVES TARGET AUDIENCE TO ACTION (30%)

2.3	5%	**STRATEGY**	Developing: Provides limited insights into the project and what action should be taken
2.7	5%	**ORGANIZATION**	Proficient: Develops at least 4 of the 6 presentational items to trigger action
2.3	20%	**ENGAGEMENT**	Developing: Voicing is monotone; has numerous filled pauses, and/or nonverbal behavior distra

Comments

Slides:
- Labels too large talking away valuable space from content: Business History, Current System, UC, CD and PSPI are examples of valuable space being lost
- No periods for talking points
- Executive summary is not needed; plus the content is word heavy
- Font size too small for the important talking points

A Few Coaching Insights

- [x] Does not provide an adequate understanding of all 6 organizational structures and the 4 sprint items.
- [x] Does not provide numerical measurements for benefits; uses directional impacts, such as "increase" or more "efficient."
- [x] Filled pauses (ahms) occur at locations that a presenter should breathe but doesn't. Typically, the presenter's chin position is too high creating shallow breathing and the filled pauses.
- [ ] Eye gaze skims or avoids looking at people. Changes in eye gaze should be synchronized with each breath.
- [x] Voicing is monotone in speech rate and/or volume. For virtual presentations, this is often the result of reading a script.
- [x] The PowerPoint design undercuts how the story is communicated (TOO MUCH CONTENT, POORLY DESIGNED, AND/OR WEAK VISUALS)
- [ ] The presenter's stance forces gestures downward or limits their movement away from the body. Typically, ineffective posture creates this issue. Try jumping into the air. Any movements after you land are the results of a shift to feel comfortable but the comfortable stance undercuts gesturing, eye engagement, and voicing.