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15.281 Advanced Managerial Communication
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15.281 Assignment

Persuasive Presentation with Q&A

Prepare a 5-minute persuasive presentation with visual aids, with 2 additional minutes of Q&A. This assignment gives you a chance to brush up your presentation skills, and to practice handling non-hostile questions, before the presentation to a hostile audience. You may choose your topic and situation, as long as the purpose is persuasive and as long as your classmates, TAs, and I will understand it. If you feel that your basic presentation skills are in good shape, you might try something new or different such as a sitting presentation from a paper-based slide pack (as is frequently done in consulting firms). Check with me or the TAs if you have questions about topic or format. Below are some suggestions for topics:

- You are on the student organizing committee planning one of the international trips. You have a 5-minute segment of the meeting to persuade the group about some new or changed element of the planned trip.
- You are a student member of the committee to examine the Core curriculum at the Sloan School. Make a brief presentation to convince your colleagues and faculty members to make some change in the Core curriculum.

NOTE: Please prepare a paragraph or two for me or the TA explaining your scenario, topic, and audience. Also include a paper copy of your slides.

Guidelines

Form: 5-minute persuasive presentation plus 2-minute Q&A
Due: LEC 4
Grade: 5%, based on strategy/structure, delivery, visual aids, and Q&A