

Strategy Exercise

In a few minutes, several of you will be called upon to give a one- to two-minute presentation in which you introduce yourself to the class. The question is--what do you want to include in that introduction?

Using the strategy checklist, brainstorm with your partner to create a effective strategy for this presentation. Who is your audience? What are your objectives? What is your credibility in relation to the rest of the audience? What would be appropriate to say in this context?

Jot down some notes as you talk. After you produce your “strategic analysis,” each of you should make some decisions about the content of the presentation you will make. Remember that your remarks should be between one and two minutes.