

Communication tools for super presentation

16 contact hours / 2 ECTS credits

16 - 20 July 2018

Overview

How to better convince your audience using written or oral presentations? This course aims at developing a toolbox of skills in terms of persuasive communication.

The course is organized in two different yet mutually interconnected aspects: storytelling, or the power to better structure your presentation; and data visualization, or the power to easily communicate complicated data through simple visual tools.



Two takeaways:

- Practice-oriented course: Students will be asked to put the tools into practice in several oral and written presentations.
- Multiple business settings: The course will focus on different settings such as success story, investment pitch, new product launch, decision-making, etc.

Objectives

- Better understand what makes great oral & written presentations
- Make better structured presentations (storytelling)

- Make better visual presentations (data visualization)

Course content

The 4S of Super Presentations

- Storytelling : Use powerful structure and stories
- Substance: Make the most of content and data visualization
- Style: Develop good-looking PowerPoint slides
- Spirit: Deliver a convincing oral presentation

Course design

This course will deal with lectures as well as case studies. We will encourage interactivity during lectures and in-class exercises. Moreover, case studies will be prepared by teams of 4 students. A case preparation will imply a short oral presentation of the case results and recommendation.

Prerequisites

Students are not required to have taken preliminary courses in business or communication.

Course Assessment

The assessment system for this course is structured according to the following framework:

- 70% individual and team assignments
- 30% participation

Advanced reading

Zelazny (2006). *Say It with Presentations: How to Design and Deliver Successful Business Presentations*.

Zelazny (2001). *Say It With Charts: The Executive's Guide to Visual Communication*.

Minto (2006). *The Pyramid Principle*.

Aaker & Smith (2010). *The Dragonfly effect*.