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# From Strategy to Effective Presentations-Methodologies to Write and Present Convincing and Engaging Communications

PROF. FABRIQUE DE VARGAS MACHUCA

<b>Area of study:</b>	Media and Communications
<b>Area Code:</b>	CM/PS300
<b>Method of Instruction:</b>	In-person

## Description

The ability to convey one's ideas effectively, based on a thought out strategy and to present these ideas orally in a compelling manner, is recognized as an essential cross functional leadership skill in any business environment. This course is designed to build both written and oral business communication skills by providing the tools and methodologies, which ensure documents are logical, convincing and presented with impact. Special focus will be given on how to create an effective PowerPoint presentation and deliver it in front of an audience.

## Course contents

The syllabus addresses the 4 phases of the "Effective Communication Process".

1. Defining the strategy of a document.

- Elements in a communication strategy
- Practical teamwork exercises and business cases.

2. Structuring ideas into a logic layout

- Different methodologies
- Practical teamwork exercises and business cases.

3. Creating the end product.

- Write the document according to different styles (language styles, different templates)
- How to write emails, Word documents;
- How to use a storyboard to create a PowerPoint presentation
- How to design effective charts
- Practical teamwork exercises and business cases.

4. Delivering impactful speeches and presentations:

- Manage body language;
- Choose words and figures of speech;
- Learn about the slide transition technique when using an overhead projector;
- Manage Q&A's successfully;
- Practical teamwork exercises and business cases.

## Prerequisites

A basic knowledge of business and management is a facilitating factor.

## Method of instruction



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The method of teaching, concerning points 1, 2, and 3 (see Course contents) consists of plenary lectures and subsequent teamwork class exercises. These are essential to ensure that theory is assimilated and promptly put into practice. During teamwork exercise sessions, Students will analyze, restructure and re-write unclear email, Word and various PowerPoint material and teamwork will be shared with the class. Concerning point 4, "Delivering Impactful Speech and Presentations" the typical acting school method of teaching will be adopted: groups of Students will rehearse and present both off-the-cuff and using PowerPoint. The performances will be video filmed and this material will be reviewed and critically analyzed during class. The instructor will highlight both the strengths and weaknesses of the speakers' communication style. The exercises are then repeated to assimilate the instructor's feedback.

## Course requirements

Students have to comply with the following requirements:

- regularly attend all class sessions and actively contribute to class debate;
- carry out the group assignment to be presented;
- take part in the final exam at the end of the teaching period

## Credits

6 ECTS

## Grading

Attendance and class participation	30% of final grade
Midterm examination	20% of final grade
Group assignment	25% of final grade
Final examination	25% of final grade

## Course readings and materials

### More information

#### GROUP ASSIGNMENT

The group assignment will account for 25% of the final grade. At the final stage of this Course, students will have been taken through the entire Effective Communication Process and will be ready to write their own team PowerPoint presentation. A couple of weeks before the examination, Students will form teams (a maximum of 5 Students per team and not more than of 5 teams per class) and will be given a title and background information to create a complete PowerPoint presentation of about 10/15 slides. Meanwhile, the Instructor will assist Students by providing on-the-job coaching and support/rehearsals during class hours.

#### FINAL EXAM

In the final examination each student will perform a section the of previously prepared PowerPoint video presentation in a team role-playing session before an audience (tbd), thus simulating a real life like situation. The audience will assess each Student's oral communication skill and each team as a whole. The assessment will account for 25% of the overall course grading.

### Instructor bio

**Prof. Fabrique de Vargas Machuca** is a free-lance consultant since 2001 specialized in written and oral Business Communication. She helps companies improve the effectiveness of communication both through Consulting Assignments as well as Trainings. On the consulting side she supports clients, from strategy to implementation, on specific written communication needs. Over the last 14 years, Fadrique de Vargas has worked for several leading companies, thus developing a significant client portfolio. Her career is the result of



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her combining the competences she acquired at Bocconi University of Milan, where she graduated in Economics with a major in “Business Administration of International Companies”, with the professional experience she gained with A.T.Kearney (leading strategic management consulting firm) between 1997 and 2001 as Business Analyst first, and later on, as Communication Specialist and Editor in the Communication Department. Besides translating numerous A.T. Kearney articles and marketing publications thanks to her fluent linguistic capabilities in French, Italian and English, she joined the A.T. Kearney’s Faculty, to train Italian Office consultants. As trainer and facilitator, she held weekly Workshops as well as individual on-the-job coaching sessions dedicated to improving both Oral and Written Business Communication skills. On the consulting side, her main role was to support consultants along the entire written client communication process: from strategy, to structuring and story lining, to final document writing and editing both in Word and PowerPoint formats, using Minto’s Pyramid Principle Methodology.

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