



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

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

PROF. FADRIQUE DE VARGAS MACHUCA

Area of study:	Media and Communications
Area Code:	CM/PS300
Method of Instruction:	in-person and live-streaming (dual mode)
Participation:	synchronous/live only

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.



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

Method of instruction

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 be analysed, 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 analysed 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 debates;
- 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

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 of the 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. Fadrigue de Vargas Machuca is an independent consultant since 2001 specialized in written and oral Business Communication. She helps corporates and academic institutions improve the effectiveness of



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

communication both through Consulting Assignments as well as Trainings. On the consulting side she supports her clients, from strategy to implementation, on specific written communication needs. Over the last 20 years, Fadrique de Vargas has worked for several leading companies, thus developing a significant client portfolio. Her career is the result of 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.

E-mail address: F.de.vargas@me.com