Assignment Details and Rubric

Supporting the Business with Public Speaking

In business, it is necessary to clearly articulate what accomplishments are made, what activities are happening or ongoing, and what problems or opportunities there may be in within or outside of the organization. Additionally, to stand out as a valuable employee to leadership in an organization, you must possess the ability to document and orally communicate your value to the organization. Developing strong verbal communication skills and the ability to deliver well thought out and relevant talking points in a formal, audiovisual presentation is a highly desirable competency that employers look for in prospective leaders.

Assignment:

Since public speaking is one of the weakest competencies for many professionals, this performance based learning activity will help strengthen your knowledge, skills, abilities, and behaviors in public speaking. KapTalk is a Kaplan University School of Business program designed to help you refine and strengthen your verbal communication abilities.

DIRECTIONS:

Preparation: Visit the Capstone Experience website at http://www.capstoneX.com and review the KapTalk public speaking materials to better understand what it takes to deliver an effective public speaking performance. In addition, you will be required to electronically sign a release for the materials you will create as part of Kap-talk, see website for details.

Practice: Develop a minimum 10-slide PowerPoint presentation and add audio to it. Access instructions on how to add audio to your presentation located in Doc Sharing. Use the grading rubric provided in this Assignment to judge your performance. Using the criteria found in the Assignment grading rubric, evaluate your own presentation. Feel free to reach out to your fellow learners to ask if they will help review your presentation using the grading rubric. It is highly recommended that you correspond with and receive feedback from your fellow learners. You should also participate in providing feedback to your fellow students as well.

Perform: In this Assignment, you will have the option of selecting the type of presentation you will produce and deliver. Whichever presentation type you select, you will be required to deliver the presentation based on your experiences working for your internship/externship employer. Select a presentation type from the following list:
● Sell a product or a service
● Conduct an instructional session on a topic
● Defend an argument or position the business is taking
● Explain your position on a research topic relating to the business strategy
● Play a role in an informational interview about the business
● Deliver a motivational speech about the business or your experience

Example 1: If the business provides a service, your presentation will be to sell that product as if you were in front of a potential customer.

Example 2: If there is research being conducted or research you believe should be conducted to move the businesses strategy forward take a position (positive or negative).

Requirements:

1. View the PowerPoint best practices (Writing Center link: https://kucampus.kaplan.edu/MyStudies/AcademicSupportCenter/WritingCenter/WritingReferenceLibrary/WritingTypesAndTools/CreatingEffectivePowerpointPresentations.aspx)
2. Prepare a 10 minute presentation on your chosen topic using a specified presentation type.
3. Create a minimum of 10 PowerPoint slides (excluding cover slide and reference slide).
4. Use a minimum of 3 references to support or refute your experiences, observations, thoughts, ideas, etc.
5. Keep in mind all of the Professional Competencies when you present.
6. Submit the PowerPoint Presentation (with audio) to the Unit 6 Discussion Board and provide a detailed description of your presentation.
7. Provide feedback on a minimum of two of your fellow learners’ presentations.
8. After incorporating the feedback you received from your classmates, update your presentation and submit to the Unit 7: Kap-Talk Assignment Dropbox.

Professional Competencies

PC -1: Teamwork: Work in teams to achieve collective goals.

PC 1.1: Engage in a team setting with professional integrity and respect.

PC 1.2: Contribute to team goals and objectives through active participation and collaboration.

PC 1.3: Apply conflict management skills to resolve issues and/or build team alliances.
PC-2: Leadership: Demonstrate leadership knowledge, skills, and abilities to successfully lead teams within one's profession.
   PC 2.1: Achieve goals through planning and prioritization.
   PC 2.2: Formulate innovative solutions for identified initiatives.
   PC 2.3: Demonstrate integrity through the application of relevant codes of conduct and social responsibility within one's profession.
   PC 2.4: Develop an inspirational vision or mission.
   PC 2.5: Model leadership skills by developing trusting relationships, respect, conflict resolution skills, and civic-mindedness.

PC-3: Personal Presentation: Demonstrate professionalism in a variety of situations.
   PC 3.1: Conduct oneself to reflect the professional characteristics and culture of a given work setting.
   PC 3.2: Interact with others in a professional manner using appropriate communication and presentation skills.
   PC 3.3: Convey competence through demonstrating characteristics such as reliability, accountability, and timeliness.
   PC 3.4: Project a professional image, such as appearance, confidence, and attitude, for a given work environment.
   PC 3.5: Engage in career development and advancement strategies, including effective networking, mentoring, and creating a personal brand.

PC 4: Multiculturalism and Diversity: Leverage the strengths of multiculturalism and diversity for the benefit of the organization and community.
   PC 4.1: Assess the value of multiculturalism and diversity in a global environment.
   PC 4.2: Demonstrate an understanding of how one's perspective toward multiculturalism and diversity impacts an organization.
   PC 4.3: Apply concepts of multiculturalism and diversity to become an agent of change.

PC-5: Communications: Demonstrate professional written and verbal communication to achieve positive results.
   PC 5.1: Use language that is clear, concise, and organized.
   PC 5.2: Use appropriate communication for a particular audience.

PC-6 Problem Solving and Critical Thinking: Apply critical thinking and problem solving behaviors.
   PC 6.1: Incorporate data, inferences, and reasoning to solve problems.
   PC 6.2: Communicate the critical thinking process by which one arrives at a conclusion.
PC 6.3: Integrate standards of the field and ethical principles into the problem solving process.

**MT490 Rubric for Oral Communication Competency**

**Oral and Nonverbal Communication Competency Level Guidelines**

The scale for measuring speech performances is:

<table>
<thead>
<tr>
<th>Outstanding</th>
<th>Good</th>
<th>Acceptable</th>
<th>Fair</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

Guidelines relative to each performance level are:

**Outstanding:** Displays have obvious confidence and the enjoyment of public speaking demonstrated by:

- Speaking in meaningful, strategic, deliberate, fluid and controlled sentences or phrases.
- No vocalized pauses will be performed.
- Gestures, facial expressions and tone will be appropriate, deliberate and meaningful.
- Direct and powerful eye contact with the entire audience is evident and effective.
- Delivers a presentation having strong, definite beginning and ending.
- Speaks with purpose, demonstrating a demeanor of accomplishment at the end of the speech.

You would like to hear this presentation again based on the verbal and non-verbal presentation of the speaker.

**Good:** Displays obvious confidence and the enjoyment of public speaking demonstrated by:

- Speaking in meaningful and controlled sentences or phrases.
- No vocalized pauses will be performed.
- Gestures, facial expressions and tone will be appropriate and meaningful, but not necessarily powerful.
- Presentation has a good beginning and ending.
- Speaks extemporaneously with some purpose, demonstrating some demeanor of accomplishment at the end of the speech. However, stronger delivery in both oral and non-verbal skills is needed. This would be accomplished through more practice and time on task.

You would like to hear this presentation again based on the oral and non-verbal presentation of the speaker, believing the student would likely perform it better.

**Acceptable:** Displays knowledge of better public speaking and begin to demonstrate many of the preferred skills.
• Makes some meaningful eye contact with the entire audience.
• Vocal tone and body language are appropriate but not powerful; they seem unpracticed.
• Uses a few vocalized pauses or mispronounced words.
• Attempts an organized and purposeful beginning and ending, but will perhaps not deliver it with polish and conviction.
• The speech was interesting but perhaps not well executed.

Although you could hear this speech again, you are somewhat OK with not having enough time for another performance of it.

**Fair:** Uncomfortable verbally or non-verbally during the speech:

• While speaking, does not make meaningful eye contact with the entire audience, but looks at just a few people.
• Vocal tone is nervous and ineffective; the tone is soft or strained.
• Word choices are random and delivered awkwardly.
• Reads part of the speech and looks down often.
• Vocalized pauses are awkward, distracting and many in number.

Neither you (nor the student) want to “do” this speech again.

**Poor:** Uncomfortable verbally or non-verbally during the speech:

• While speaking, does not make eye contact with the audience.
• Uses inappropriate gestures, raps or rocks the podium or keeps hands in pockets. Reads the speech to the audience rather than perform extemporaneously.
• Uses inappropriate language, vocalized pauses or speaks too softly or too loudly.
• Fails to make a point or finish the speech.

Student and evaluator agree, it would hurt to “do” this speech presentation again.
<table>
<thead>
<tr>
<th>Component</th>
<th>Description</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Body</td>
<td>Main ideas were clear, transitions good.</td>
<td>10</td>
</tr>
<tr>
<td>Conclusion</td>
<td>Speaker summarized key points in a meaningful and effective way.</td>
<td>10</td>
</tr>
<tr>
<td><strong>Delivery</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Audience Orientation</td>
<td>Speaker was audience-centered, adapted to the listeners and maintained the appropriate time limit.</td>
<td>10</td>
</tr>
<tr>
<td>Verbal Delivery</td>
<td>Speaker delivered the presentation with effective tone of voice relative to the content of speech and eye contact relative to the use of presentational aids (when applicable) and the audience.</td>
<td>10</td>
</tr>
<tr>
<td>Non Verbal Delivery</td>
<td>Speaker demonstrated appropriate attire, gestures, good posture, and meaningful body movement.</td>
<td>10</td>
</tr>
<tr>
<td>Mechanics of Communication</td>
<td>Speaker was comfortable using the technology; slides were not over crowded, slides were easy to read and understand, voice was audible, and speaker did not read the slides.</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>70 points</td>
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