

# Team Presentations

*Alison O'Brien*

## **SOM 498: Advanced Business Models**

### **General Instructions**

The team project consists of an oral presentation. The presentation will focus on an individual company in the industry you evaluated in your research papers. You are asked to identify the weakest competitor in the industry, discuss the external and internal reasons why this firm is weak and make recommendations to that firm to improve its competitive position. The presentations will be prepared and presented by assigned teams or groups of four to five students.

Each team member will receive a score that will consist of a group component and an individual component. The group grade is based on the content of the presentation (see attached grading grid). The individual component is based on individual presentation skills.

The team component grade may be adjusted based on peer evaluation point allocations. Based on peer evaluation review (also attached) completed by all members of the group, students may receive all the group points or the number of points received may be reduced. Each group will fill out an evaluation form together (as a group) and then each team member should turn in a confidential individual peer evaluation form indicating how he or she thinks the total number of points per team should be allocated. If the individual form is different from the group form, the individual should explain the difference.

Each team member is expected to utilize their strengths to make a significant contribution to the presentation and the peer evaluation is intended to evaluate individual efforts. The point distribution allocated by each team member is an individual decision and will be held in confidence. No other team member will have access to individual peer evaluations. I will rely heavily on these peer evaluations but retain the right to discount or disregard evaluations that are unduly harsh. Since the peer evaluation form is necessary in order to determine individual grades, each team member should turn the form in as soon as possible after the team presentation.

### **Oral Presentation Guidelines**

1. The objective of your oral presentation is to demonstrate in clear and precise terms your understanding of an industry and how one company failed to achieve growth. First identify the firm you think is the weakest competitor and show why this firm is a weak competitor. Next, Explain the firms' poor performance in terms of both external (industry trends, Porter's 5 forces, etc.) and internal (resources and capabilities, value chain activities) factors. Then make specific recommendations to the firm about how to

improve its competitive position. I encourage you to use some creativity in evaluating alternatives and developing recommendations. Recommendations to keep on doing what the company is presently doing are unacceptable.

2. Good presentation skills are critical. Of chief importance among these skills is the ability to deliver information in a clear, precise manner with some degree of creativity. Be professional but not boring. I strongly encourage visual aids, overheads, graphs, handouts, etc. Rehearsals of your presentations are essential for an effective presentation. Do not read your presentation to the class. Please submit an electronic copy (via e-mail) of your team's PowerPoint slides by the designated time.
3. Strictly observe the time limitations. In a work environment, strict adherence to time allotments is mandatory. Consequently for the sake of practice and also out of courtesy to your fellow students, your presentation should not exceed 20 minutes.

## SOM 498 - Presentation Grading Sheet

### Team Components

	<i>Criteria</i>	<i>Comments</i>	<i>Points</i>
<i>Content</i>	Did you clearly demonstrate weak competitive position?		/2.0
	Are course concepts clearly applied to explain why weak competitive position?		/1.5
	Were your points supported by quantitative and qualitative analysis?		/1.5
	Did final presentation incorporate feedback from coaching session?		/1.5
	Were recommendations logical, effective, and interesting?		/2.0
<i>Delivery</i>			
	Did the presentation flow well?		/1.0
	Did the team handle questions and comments effectively?		/1.0
	Did the team adhere to time guidelines?		/0.5
		<b>SUBTOTAL - TEAM COMPONENT</b>	<b>/11</b>

## Individual Components

Criteria Name					
Did presenter speak to the audience without reliance on notes?	/1	/1	/1	/1	/1
Was delivery smooth? Was the pace was quick enough to hold interest but slow enough to clearly understand?	/1	/1	/1	/1	/1
Were ideas communicated clearly through both your words and any visual aids?	/1	/1	/1	/1	/1
Was appearance, language, tone, etc. professional?	/1	/1	/1	/1	/1
<b>Subtotal Individual Component</b>	<b>/4</b>	<b>/4</b>	<b>/4</b>	<b>/4</b>	<b>/4</b>
Team Component (from above)	<b>/11</b>	<b>/11</b>	<b>/11</b>	<b>/11</b>	<b>/11</b>
<b>Total Presentation Score</b>	<b>/15</b>	<b>/15</b>	<b>/15</b>	<b>/15</b>	<b>/15</b>

O'Brien, Allison. Presentations, SOM 498: Advanced Business Models. 11 Nov 2002. School of Management, George Mason University.