

Presentation Schedule

Session	1 Communications	2 Leadership	3 Sales Concepts	4 Strategic Planning	5 Read the Money	6 Summary: Putting It All Together	7 Final Presentation
Part A Presentation time: 1 minute	Lecture and discussion on The Science of Communications and Presentation Basics (no presentation scheduled)	Tell the small group the name of a past or present world leader you admire and why	Tell the small group about when you were on the receiving end of a bad sales experience	Tell the small group about your brief SWOT and your personal improvement goal for the next 12 months	Tell the small group what you think is the biggest money making “opportunity” facing your business/industry today and why	Summary of all the previous sessions (no presentation scheduled)	5 minute presentation plus 2 minute Q&A Options: 1. Convince VC’s to invest in your new or current business 2. Proposal to Sr. Mgmt. on how to promote a new product/ service or improve a current product/ service
Part B Presentation time: 2 minutes	Introduce yourself to your small group - Name/ Where from - Hobbies - First Job ever/ Current job - Public Speaking Experience Then: Introduce yourself to the whole class	One of the Most Enjoyable Things I Did Growing Up Tell us about one of your most memorable and fun experiences growing up	<u>Leadership</u> Present a situation from some point in your life when a leader stepped up and changed your life for the better (i.e. Parent, Coach, Teacher, Boss, etc.)	<u>Sales</u> Present an important upcoming situation where you need to sell an idea (business or personal) What sales concept will you use and how will both parties win?	<u>Strategic Planning</u> Present a brief SWOT analysis for a business you admire (not your current employer) and what you think their #1 goal should be for the next 12 months	The Financials Along with your group, you will each present for your assigned company one of the following: Balance Sheet, P&L, or Selected Ratios to recommend if we should invest in this company	You can use SWOT Analysis, BCGM, cash required/cost, ROI, selling strategy, mgmt. team, etc.