



Motivational Speech and Self-Assessment

15% of course grade/Due in class or lab as scheduled

Prepare, rehearse, and deliver a **5-minute** motivational or visioning speech to a business or nonprofit audience and then assess your presentation in writing. Consider the language appropriate to motivating your audience based on the course readings and TEDTalks. In this speech you will try to lead and inspire change, appealing to your audience’s emotions as well as to logic and facts, so you will want to choose a topic you care about. Visual aids are optional.

Example topics include:

- Motivate employees to achieve a real stretch goal, or to meet an extremely challenging deadline to achieve something for the organization.
- Pitch a social enterprise idea to a specific audience.
- Inspire a group to become involved in a community service activity, a non-profit organization, a movement, etc.

At the time of your presentation, hand in a typed Presentation Planner . Before your presentation, you will have one minute to share your context and audience with us.

Your Presentation will be graded on the following dimensions:

1. **Strategy/argument:** Did you construct a sound and inspiring argument to motivate your audience? Did you articulate an overarching goal? Did you communicate high expectations and show confidence in others? Would you have been motivated by your presentation?
2. **Structure:** Was the presentation structured in such a way that it met the audience’s information needs and was easy to follow?
3. **Language:** Did you use language that created a concrete, sensory vision of what the future could be? Did you use effective stories, metaphors, and analogies?
4. **Delivery:** Did your delivery reinforce the message in the talk? Did you look and sound credible, confident, and passionate about the cause you were advocating?
5. **Visual aids:** If you used them, how well did your visual aids contribute to your message? How well did you interact with your visual aids?

Your Written Self-Assessment, due to faculty and TA 72 hours after the presentation.

After you present, you will review your video as many times as it takes to assess the effectiveness of your 1) strategy/argument, 2) structure, 3) language, 4) delivery (verbal and nonverbal), and visual aids (if used). Write your professor and TA an email that synthesizes these observations into three areas of strength and three areas of development to focus on in your next presentation.

Grading Key for 15.281. Note: You will receive one grade for the Presentation & Self-assessment.

Assignment fails to demonstrate key concepts – review of concepts is recommended =7.5 or below	Assignment below standard in demonstrating key concepts. Improvement required in areas noted = 8.0	Further development needed in areas noted = 8.5	Assignment demonstrates mastery of key skill areas. Further development in the areas noted would add to effectiveness = 9.0	Highly effective completion of assignment = 9.5	Assignment illustrates complete mastery of materials, skills or concepts = 10
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