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* If prompted for a password, use the password that was emailed to you.

SMC-1-2-2-1 Means FA **SEMESTER 1 **CLASS 2** **TOPIC 2** EXERCISE 1

WORKBOOK FOR SALES, MARKETING & COMMUNICATIONS SEMESTER #1 & CLASS #2 (ALSO CALLED SMC-1-2***)

3 TOPICS COVERED IN THIS LESSON: (Brief Recaps in Brackets. Click the text to jump to the page in this workbook where we cover the Topics).

- 1** [SMC-1-2-1: WHY MOST PRESENTATIONS SUCK \(& WHY YOURS WILL ROCK!\)](#)
(Avoiding mistakes people make when presenting.)
- 2** [SMC-1-2-2: IDENTIFY & IDENTIFYING WITH YOUR AUDIENCE \("THE CUSTOMER"\)](#)
(10 things to consider when targeting your audience.)
- 3** [SMC-1-2-3: APPEALING TO EMOTIONS & EXAMPLES OF WAYS TO IDENTIFY WITH OUR AUDIENCE](#) (Strategies to appeal to emotions when preparing for a presentation.)

Please have this workbook open during the SMC-1-2*** lecture and fill in the blanks or answer the questions in this workbook when Chris asks you to do so during the live lesson (or during the replay of the live lesson). The homework for all lessons is always listed on the last page.

If you are watching a live version of this lesson, please let Chris explain the concepts and then we will have many opportunities for live Q&A when he mentions: “Does Anyone Have Any Questions?” You can also ask Chris questions about the concepts taught in this class during his weekly *For MBA Degree Program Students Only Weekly Q&A Webcast*, which is available at the following [link](#) using the password that was emailed to you.

Please note that after the class is finished, Chris will direct you where to go online in order to take a quiz based on the concepts taught in SMC-1-2. If you can't watch this class live, then Chris' team will have an edited [replay](#) of the lesson online within one day after this class has ended.

TOPIC 1 OF 3: SMC-1-2-1: Why Most Presentations Suck (& Why Yours Will Rock!)

British Airways Commercial Chris Mentioned: <https://www.youtube.com/watch?v=i0JCVv86Hmc>



Optional: Type your notes for Topic #1 in this box:

Optional: How can you apply what you have learned about Topic #1 today to enhance your career (or to make you happier and more successful in general)?

Optional: Type a question(s) below that you want to ask Chris on the live webcast about Topic #1. If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #1. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (use the password that was emailed to you). Before asking the question about Topic #1, please look at the first page of this document to see what he will discuss in Topic #2 and Topic #3 (in case your question will be addressed during Topic #2 and Topic #3). Thanks:

TOPIC 2 OF 3: SMC-1-2-2: Identify & Identifying with Your Audience ("The Customer")

Optional: Type your notes for Topic #2 in this box:

Optional: How can you apply what you have learned about Topic #2 today to enhance your career (or to make you happier and more successful in general)?

Optional: Type a question(s) below that you want to ask Chris on the live webcast about Topic #2. If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #2. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (use the password that was emailed to you). Before asking the question about Topic #2, please look at the first page of this document to see what he will discuss in Topic #3 (in case your question will be addressed during Topic #3). Thanks:

EXERCISE SMC-1-2-2-1: Who is the Audience (Customer) + their Characteristics?

Who is your audience (meaning your customer(s) or target market)? This exercise will really come in handy when we create the content, slides and delivery of our presentation experience later in the curriculum.

Why is this exercise important?

- If we know who the customer (audience) is, then we can create content that is relevant to our audience.
- If we really understand who the customer is, we can understand how to present topics that are not too complicated and not too simplistic for them.
- If we really understand the potential cross-cultural business/personal communication success factors of our audience, then we can avoid insulting them and hopefully have them appreciate our efforts.

The bottom line is that our audience will be more likely to walk away from our presentation having had a positive experience if we thoroughly understand who the customer (audience) is and what their characteristics are.

Please answer the following 11 questions about the audience for your speech:

Audience Question #1: Age: What is the average age of your audience? This is important because this will be crucial for real life examples that we use when we present as well as our presentation style, humor, etc. In the box below, enter the average age of your audience:

Optional notes about the age of your audience:

Please see the next page for question #2.

Audience Question #2: V.I.P. (Very Important Person or People): * Are there 1 or more VIPs in the audience?

Answer Yes or No here:

If your answer is Yes, then please list the name(s) of the person (people) and/or the organization(s):

* This means is there one or a handful of people or organizations in the audience that you need to focus on more than anyone else as they might be potential or current customers or someone you need to impress or pay more respect to. If your answer is yes, then consider tailoring the speech primarily to them. For example, a key decision maker(s) might be in the audience that will decide if you get promoted or a potential customer, loved one, friends etc.

Please see the next page for question #3.

Audience Question #3: Where is Audience and/or Your V.I.P.(s) From? *

* What country or city or town or region are most people in the audience from. This is important for localization purposes when you give examples or personal small talk. For example, I love baseball and when I present in different cities, if they have a major league baseball team (and if it's appropriate), I will tie this in. For example, when presenting in Pittsburgh, I might show or mention an inspiring quote from a local hero that is a hero to me (we will cover inserting images, quotes, relevant personal stories and much more later in the course).

Please see the next page for question #4.

Audience Question #4: Inspiring Recent Media Event: * Was there a recent entertaining or more importantly inspiring media event or news item that most people on the audience are aware of and likely enjoy? If so, write it (them) down here:

* Examples include the Oscars or an inspirational story of what just occurred locally based on your online research. For example, search Google for “inspirational story [insert TOWN or CITY name here]” – then select “News”. This will inspire you too when you speak, and your true passion and true self will come out if you mention this inspirational story near the beginning of your presentation or near the middle or during the potential Q and A session.

You might not know how to include this event, but if it feels natural and inspiring to bring it up during the presentation or during the Q&A then please bring it up and briefly recite the local inspirational story from your heart and make sure that it is somewhat relevant to what you are talking about. I will cover this in much more detail in the Content section of this course, which is in Act 3 (we will also cover how to start and end your speech in Act 3).

Please see the next page for question #5.

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Audience Question #5: Do more than 50% of the people in the audience know you (meaning have you met them at least one time before)?

Answer Yes or No here: *

What are some things about you that the audience might be interested in knowing more about?

*If your answer is Yes, then you can consider including examples about you that might be relevant when discussing certain topics...like this: “those of you that know and work with me understand how important customer service is to the success of our department as we believe that a company is only as good as its customer service.” Alternatively, if you want to be more personal with an audience (for example, it’s a wedding speech), then this might be more appropriate: “those of you that know me really well know that I am passionate about helping people.”

*If your answer is No, then you might need to talk about who you are and your background or some of your life experiences in order to identify with the audience. You might even need to introduce yourself. We will cover this in more details in Act 3 when we discuss the content of your presentation.

Please see the next page for question #6.

Audience Question #6: is there anyone in the audience that just achieved a significant milestone or just did something incredibly inspirational?

Answer Yes or No here: *

If your answer is Yes, then what is the name(s) of the person and what was their accomplishment?

*If you answered yes, we need to take note of this as we might want to start our presentation with or mention this in our presentation. For example, “Sandra told her team yesterday that she will retire after 50 years with the company. Wow [applause]. I asked Sandra what her most memorable moment was here and she said.....” If it’s a wedding or personal speech, then you can consider saying something like “congratulations to My parents and their 50th wedding anniversary – what an incredible inspiration.”

Please see the next page for question #7.

Audience Question #7: Are there cross-cultural things you need to be aware of if you are presenting in a different part of the world.

Answer Yes or No here: *

If your answer is Yes, then discuss what cross-cultural things you need to keep in mind while you are presenting (i.e., what colors not to wear or what not to say etc.).

*If you answered yes, we need to take note of this as we might want to start or search Google for this term “cross cultural business communication in COUNTRY NAME.” For example, I used to work in Tokyo and I studied a lot about Japanese business communications and although I wasn’t perfect at it, I think my business partners there appreciated the fact that I was aware of how to exchange business cards using both hands to give my card to others.

Separately, some cultures don’t like certain colors or mannerisms etc. I recommend practicing your presentation if possible and if necessary, to friends of yours that are familiar with the local cultures and language.

Please see the next page for question #8.

Audience Question #8: What does most of your audience know about your presentation topic and what do most of them not know about your presentation topic? *

Most of your audience likely knows the following things about your presentation topic (try to list 5 items in the box below):

Most of your audience likely does not know the following things about your presentation topic (if they understood these topics, they might be more likely to walk away from your presentation having had a positive experience) (try to list 5 items in the box below):

* I used to work in technology consulting at Accenture. I was a programmer and I learned to always anticipate how technical or non-technical a client was for my presentations to clients. If I was too technical when presenting, then I lost my audience and it was tough to win them back. If I was too basic when presenting (meaning not technical enough), then my audience might feel like I was talking down to them about technology.

Please see the next page for question #9.

Audience Question #9: What are topics your audience will not like you to bring up.* (try to list 5 items in the box below):

*This one might sound obvious, but if your football team from your home town just beat the football team of the audience, then no football references in the presentation etc. Avoid politics as you might insult half of the audience (no idea what half). You get the idea. If you think there is a tiny chance that you might insult or slightly upset anyone in the audience, then avoid that topic.

Please see the next page for question #10.

Audience Question #10: What is the educational (i.e., engineering) or previous work experience background of the audience (if applicable)? * (try to list 5 items in the box below):

* For this one, we go to LinkedIn and do an advanced search on the company name and location and see if there is a pattern of the background of the people we will be presenting to. If you have no idea how to do this or you can't get any information on any of the people that might be attending, then whoever your point of contact is for this presentation is, make sure to go to LinkedIn and look at their profile and see the section that says "people who viewed this profile also viewed these profiles" etc. It doesn't always work – partially given the fact that some people either don't have a LinkedIn profile or they select to disable the feature that allows you to view who their other contacts are or other features.

Please Note: Going to people's Twitter accounts is helpful in terms of understanding who they are and what they are interested in. You can learn a lot about a person based on who they follow. For more details, please see this article on this topic that I wrote: <https://www.linkedin.com/pulse/do-before-your-next-meeting-chris-haroun>

Please see the next page for question #11.

Audience Question #11: What sports, movies and/or hobbies do your audience likely enjoy (skip this question if you are unsure of the answers)?

Sport(s) my audience likely enjoys (if possible, mention the team(s) they likely support):

Movie(s) my audience likely enjoys:

Hobby(ies) my audience likely enjoys:

Other things my audience likely enjoys:

TOPIC 3 OF 3: SMC-1-2-3: Appealing to Emotions & Examples of Ways to Identify with Our Audience

Please watch this Ratatouille when Chris asks you to. It is about 50 seconds long thanks:

<https://www.youtube.com/watch?v=uXPlzdTcA-l>



Please watch this Up Movie clip when Chris asks you to. It is 4 minutes and 21 seconds long:

https://www.youtube.com/watch?v=F2bk_9T482g



Please watch this LIFE IS BEAUTIFUL!!!!!!! Movie clip when Chris asks you to. It is 3 minutes and 33 seconds long:

<https://www.youtube.com/watch?v=8cTR6fk8frs>



Optional: Type your notes for Topic #3 in this box:

Optional: How can you apply what you have learned about Topic #3 today to enhance your career (or to make you happier and more successful in general)?

Optional: Type a question(s) below that you want to ask Chris on the live webcast about Topic #3. If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #3. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (use the password that was emailed to you).

EXERCISE SMC-1-2-3-1: Emotions & Experiences to Include in Your Speech

For homework, please complete the following 25 questions on emotions/experiences you want to experience when you give your speech. We will review these emotions when we are creating the content of your speech in Act 3 (meaning next class).



1: **Inspiration** is an emotion I would like to have my audience experience in my speech:

Answer Yes or No here:

I can have my audience experience this emotion by my discussion of:

2: **Laughter/Joy** is an emotion I would like to have my audience experience in my speech:

Answer Yes or No here:

I can have my audience experience this emotion by my discussion of:

3: **Surprised** is an emotion/feeling I would like to have my audience experience in my speech:

Answer Yes or No here:

I can have my audience experience this emotion/feeling by my discussion of:

4: **Optimism** is an emotion/feeling I would like to have my audience experience in my speech:

Answer Yes or No here:

I can have my audience experience this emotion/feeling by my discussion of:

5: **Amazement** is an emotion/feeling I would like to have my audience experience in my speech:

Answer Yes or No here:

I can have my audience experience this emotion/feeling by my discussion of:

6: **Appreciation/Gratitude** is an emotion/feeling I would like to have my audience experience in my speech:

Answer Yes or No here:

I can have my audience experience this emotion/feeling by my discussion of:

7: **“I miss that person or organization”** is an emotion/feeling I would like to have my audience experience in my speech:

Answer Yes or No here:

I can have my audience experience this emotion/feeling by my discussion of:

Please Note: If you are having issues thinking of emotions to consider including in your speech, please watch this masterpiece for inspiration:
<https://www.youtube.com/watch?v=i0JCVv86Hmc>



8: **Other:**

is an emotion/feeling I would like to have my audience experience in my speech:

I can have my audience experience this emotion/feeling by my discussion of:

9: Other:

is an emotion/feeling I would like to have my audience experience in my speech:

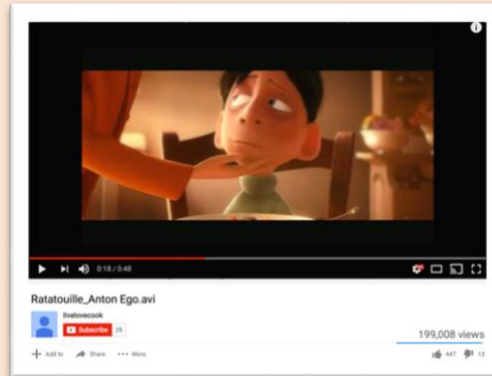
I can have my audience experience this emotion/feeling by my discussion of:

10: Other:

is an emotion/feeling I would like to have my audience experience in my speech:

I can have my audience experience this emotion/feeling by my discussion of:

Please Note: If you are still having issues with thinking of emotions for your speech, please read on... I love this scene from Pixar's Ratatouille where the chef who is me and who is you prepares the ultimate food presentation and appeals to the emotions of a difficult man... a



man so hard to get through to that you will never have to present to someone this difficult to emotionally communicate with. This strict food critic loved the restaurant presentation experience because it reminded him of his life and the food his mom used to cook for him. Here is the link it's emotionally touching:

<https://www.youtube.com/watch?v=uXPlzdTcA-I>

11: [If applicable] My near-death experience was:

I can include this in my speech, and this is relevant to my speech because:

12: [If applicable] I failed when I was younger at:

What I learned was:

I can include this in my speech, and this is relevant to my speech because:

13: [If applicable] If my Dad/Mom was here today in the audience watching this presentation, he/she would be thinking:

I can include this in my speech, and this is relevant to my speech because:

14: [If applicable] One event that changed my life was:

I can include this in my speech, and this is relevant to my speech because:

Please Note: If you are still having issues with thinking of emotions for your speech, then please read on... People make movies from their hearts and with real emotions. Up is my favorite Pixar movie and soundtrack too. Why am I even bothering to discuss this – because I want you to know that appealing to emotions is important when you present – whether it's a wedding presentation, a less happy occasion, a company speech, a toast or many other types of speeches. Last Pixar mention I promise – but if you have a moment, please watch this short video and feel the emotions and think about how you might be able to somehow incorporate a few into your masterpiece of a speech from this masterpiece of an emotional rollercoaster presentation:



https://www.youtube.com/watch?v=F2bk_9T482g

15: [If applicable] My first memory was:

I can include this in my speech, and this is relevant to my speech because:

16: [If applicable] Here is how I overcame my fear of X:

I can include this in my speech, and this is relevant to my speech because:

17: [If applicable] When I first joined this organization, I didn't understand that:

I can include this in my speech, and this is relevant to my speech because:

18: [If applicable] The most misunderstood aspect of our business model by customers is:

I can include this in my speech, and this is relevant to my speech because:

19: [If applicable] When I was younger growing up in X, I learned that:

I can include this in my speech, and this is relevant to my speech because:

20: [If applicable] My mom told me that my first word was:

I can include this in my speech, and this is relevant to my speech because:

21: [If applicable] The best advice my [Grandfather/Grandmother/Previous Boss/Mentor/etc.] gave me was:

I can include this in my speech, and this is relevant to my speech because:

22: [If applicable] My hero is

He/she once said that:

I can include this in my speech, and this is relevant to my speech because:

23: [If applicable] My favorite movie is:

I can include this in my speech, and this is relevant to my speech because:

24: [If applicable] The first concert that I attended was:

I can include this in my speech, and this is relevant to my speech because:

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25: [If applicable] My favorite TV show growing up was:

I can include this in my speech, and this is relevant to my speech because:

HOMEWORK

After this lecture, please complete Exercise 1-2-3-1 and the quiz associated with this lecture at this [link](#)* within one week of the day that you took this lecture. Thanks

* If you can't see the quiz link, please refresh the link an hour after class has been completed thanks.