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

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

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

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-2-2-1: ACT 3: CONTENT: SCENE 4: GETTING FEEDBACK & TESTING THE PRESENTATION CONTENT](#) (Getting feedback from strangers, friends and others on your content.)
- 2** [SMC-2-2-2: OUR FIRST INTERMISSION & CRITIQUE OF MY BRAZIL VENTURE CAPITAL SPEECH](#) (Your first presentation exercise while recording you presenting! We will also critique one of my presentations.)
- 3** [SMC-2-2-3: HOW I MADE MY BRAZIL VENTURE CAPITAL SPEECH](#) (How I created the script, technology, delivery, etc.)

Please have this workbook open during the SMC-2-2*** 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-2-2. 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-2-2-1: ACT 3: CONTENT: SCENE 4: GETTING FEEDBACK & TESTING THE PRESENTATION CONTENT

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:

EXERCISE SMC-2-2-1-1: Getting Feedback on Your Presentation Content

In this exercise, please write an article in LinkedIn on the topic you will be presenting on. If you need help on how to write a great article on LinkedIn (or anywhere else), please watch my video on this topic at this website: <https://youtu.be/xLFESYcag1k>



Publish the article and watch to see how many views you get – relative to other views on your other LinkedIn articles. If you have never written an article on LinkedIn before, then publish your article and see if anyone makes comments or likes or shares the article. You can also send a link of your published LinkedIn article to your friends or colleagues that are representative of your audience and ask them for their feedback.

After you publish your article in this exercise, consider going to www.SurveyMonkey.com and/or www.Fiverr.com and asking for feedback.

Workbook for SMC-2-2 (Semester #2 and Class #2 for Sales, Marketing & Communication)

If you want, write down notes on feedback you have received on your content below:

Person or Source that Provided this Feedback:	Their Feedback is:	Why I Should or Should Not Change My Speech Content Based on their Feedback*:

* If you want, comment in this cell on if the feedback helps to improve your presentation content C.A.P. (C.A.P. stands for C.I.D.E.R., Audience and Purpose). Recall that C.I.D.E.R. stands for Convincing, Interesting, Different, Educational and Relevant).

EXERCISE SMC-2-2-1-2: Writing the Final Outline of Your Speech

In this exercise we are going to incorporate the feedback from the last exercise and prepare our entire speech outline from start to end so that we can create your slides in the next ACT, which is ACT #4. Please take your time with this exercise as it is crucial for the slide creation process. If it feels like work or if you aren't in the right frame of mind to do this exercise, then please take a break and come back to this early tomorrow morning. Thanks :)

Step 1 of 5: [Optional] Presentation Title: Copy and paste the title of your presentation title from the title you decided to use from Exercise SMC-2-1-3-1 (from last class' workbook):

Title:

Enter text here

Step 2 of 5: Starting Your Presentation: Copy and paste the way(s) in which you would like to start your presentation from your answer(s) to SMC-1-3-3: Exercise on Starting your Presentation (from 2 classes ago's workbook):

Starting Your Speech:

Enter text here

Step 3 of 5: The Content of your Presentation: Below this yellow box, please copy and paste the **“FINAL TABLE”** you made in last class in Exercise SMC-2-1-1-3. Thanks. You can't do this with the PDF version of the workbook, instead please use Word or Google Docs or Excel.

Paste your **“FINAL TABLE”** right here:



We completed this entire table last class.	C.A.P.* *We completed this silver shaded column in EXERCISE SMC-2-1-1-2 from LAST CLASS	Section* *We completed this gold shaded column in EXERCISE SMC-2-1-1-3 from LAST CLASS
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Workbook for SMC-2-2 (Semester #2 and Class #2 for Sales, Marketing & Communication)

We completed this entire table last class.	C.A.P.* *We completed this silver shaded column in EXERCISE SMC-2-1-1-2 from LAST CLASS	Section* *We completed this gold shaded column in EXERCISE SMC-2-1-1-3 from LAST CLASS
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Workbook for SMC-2-2 (Semester #2 and Class #2 for Sales, Marketing & Communication)

We completed this entire table last class.	C.A.P.* *We completed this silver shaded column in EXERCISE SMC-2-1-1-2 from LAST CLASS	Section* *We completed this gold shaded column in EXERCISE SMC-2-1-1-3 from LAST CLASS
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Step 4 of 5: Ending Your Presentation: Copy and paste the way(s) in which you would like to end your presentation from EXERCISE SMC-2-1-2-2 (the workbook from last class):

Ending Your Speech

Step 5 of 5: Please review the content that you just pasted into this entire exercise and reorder it or make changes until it feels like a solid outline. Please feel free to use the feedback you gathered from the previous exercise (meaning Exercise SMC-2-2-1-1) when changing the outline of your presentation. We will be using the contents from this exercise to make our slides in ACT 4.

Feel free to copy and paste all of your answers from this current exercise into another document, if you want to (your call). Thanks

TOPIC 2 OF 3: SMC-2-2-2: Our first intermission & Critique of My Brazil Venture Capital Speech

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-2-2-2-1: Analyzing & Critiquing Your 1st Intermission Presentation

For homework, please record yourself giving a presentation on any topic that you are passionate about. Then after you do so, complete this exercise for homework:

Let's analyze your first Intermission presentation. We are not going to analyze the delivery and slides of your first Intermission presentation until later in the course. For now, let's just analyze the content.

Please answer the following questions about the presentation that you just gave:

Please answer Yes/No in the middle column to the questions below.

If you answered No, then in the right-hand column, please write down how could you change the content of your presentation in order to turn the No in this question into a Yes?

Question	Answer Yes or No	If you answered No, how could you change the content of your presentation so that the answer is Yes and not No?
Was your overall presentation <i>content</i> C onvincing?		
Was your overall presentation <i>content</i> I nteresting?		
Was your overall presentation <i>content</i> D ifferent?		
Was your overall presentation <i>content</i> E ducational?		
Was your overall presentation <i>content</i> R elevant?		
Was your overall presentation <i>content</i> appropriate for your targeted A udience?		
Did your overall presentation <i>content</i> address the P urpose of your presentation?		

TOPIC 3 OF 3: SMC-2-2-3: How I Made my Brazil Venture Capital Speech

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).Thanks:

HOMEWORK

After this lecture, please complete any exercise(s) in this workbook that you have not yet completed (if applicable) and the quiz associated with this lecture. The quiz is always in the last lecture for each class.
Thanks