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

\*\*SMC-2-8-3-1 Means SMC **SEMESTER 2** **CLASS 8** **TOPIC 3** EXERCISE 1

## WORKBOOK FOR SALES, MARKETING & COMMUNICATIONS SEMESTER #2 & CLASS #8 (ALSO CALLED SMC-2-8\*\*\*)

**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-2-8-1: ACT 10: POST PRESENTATION TO DO'S: DID YOU ACCOMPLISH EVERYTHING? IF NOT THEN...](#) (Did you achieve the purpose of the speech? What are the next steps?)
- 2** [SMC-2-8-2: ACT 11: 25 PRESENTATION EXAMPLES](#) (25 100+ page presentation guidebooks + 50 presentations for any type of speech occasion, so you can save time and work smarter & not harder when preparing for your life changing speech!)
- 3** [SMC-2-8-3: OUR THIRD & FINAL INTERMISSION & CRITIQUE OF MY GRADUATION SPEECH](#) (Your third presentation exercise while recording you presenting! We will also critique one of my presentations.)

Please have this workbook open during the SMC-2-8\*\*\* 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-2-8. 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-2-8-1: Act 10: Post Presentation to Do's: Did You Accomplish Everything? If not, Then...**

**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-2-8-2: Act 6: Delivery: Scene 2: Body Language**

When Chris tells you to, please click here access the 25 speech guides and 50 presentation templates: <http://harouneducation.com/smc-2-8>

**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:

**TOPIC 3 OF 3: SMC-2-8-3: Our 3rd and Final Intermission & Critique of My Graduation 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:

**EXERCISE SMC-2-8-3-1: Analyzing & Critiquing Your 3<sup>rd</sup> 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 second Intermission presentation.

Please complete the following 3 tables based on the presentation and slides that you just created.

Please answer the questions in the following 3 tables:

<b>Table #1: Analyzing Your Presentation Content, Audience and Purpose (C.A.P.)</b>		
<b>Question</b>	<b>Answer Yes or No</b>	<b>If you answered No, how could you change the content of your presentation so that the answer is Yes and not No?</b>
Was your overall presentation <i>content</i> <b>C</b> onvincing?		
Was your overall presentation <i>content</i> <b>I</b> nteresting?		
Was your overall presentation <i>content</i> <b>D</b> ifferent?		
Was your overall presentation <i>content</i> <b>E</b> ducational?		
Was your overall presentation <i>content</i> <b>R</b> elevant?		
Was your overall presentation <i>content</i> appropriate for your targeted <b>A</b> udience?		
Did your overall presentation <i>content</i> address the <b>P</b> urpose of your presentation?		

<b>Table #2: Analyzing Your Presentation Slides (P.I.M.C.O.)</b>		
<b>Question: Did Your Slides Address <b>at Least 2</b> of the P.I.M.C.O. Concepts?</b>	<b>Answer Yes or No</b>	<b>If you had fewer than 2 Yes answers in the previous column, then please look at your slides to see if you can make any changes in order to have at least 2 Yes answers in the previous column. Write down your changes here.</b>
Did your slides have at least 1 <b>P</b> icture?		
Was there anything on your slides that was <b>I</b> nspirational (for example, a quote)?		
Were your slides <b>M</b> inimal (meaning not too many bullet points and words on each slide)?		
Were your slides somewhat <b>C</b> onsistent (meaning not too many different fonts, etc)?		
Were your slides <b>O</b> riginal (meaning different from other presentations that you have seen)?		

**Again, please note that I recommend that your slides have 2 or more of the P.I.M.C.O. components. Thanks**

<b>Table #3: Analyzing Your Delivery and Confidence</b>		
<b>Questions: Please answer the questions below about your delivery. Thanks</b>	<b>Answer Yes or No or Not Applicable</b>	<b>If you answered No to any of the questions in the previous column, please write down what you need to do in order to turn that No into a Yes. Please note that if you answered Not Applicable, then skip that respective question(s).</b>
Are you happy with how <b>passionate</b> you were in your delivery for the entire speech (meaning the start, middle and end)? <i>[If applicable]</i>		
Are you happy with how <b>inspirational</b> you were in your delivery? <i>[If applicable]</i>		
Are you happy with how you <b>transitioned</b> (structured) between topics (i.e., “moving on to” or “in conclusion?” etc).		
If your speech was over 10 minutes did you show enough <b>images or a video or an animation</b> ?		
Are you happy with how little time you spent <b>reading your slides</b> ? <i>[If applicable]</i>		
Are you happy with how you <b>involved the</b> [pretend] <b>audience</b> ?		
Are you happy with <b>humor or self deprecation</b> you used? <i>[If applicable]</i>		
Are you happy with the <b>clarity</b> of your speech (meaning not just your delivery but are you happy with the <b>simple words</b> you used....as big words lose some audience members)? <i>[If applicable]</i>		
Are you happy with how many times you <b>paused</b> (if needed for effectiveness) in your delivery? <i>[If applicable]</i>		
Are you happy with how you <b>changed your tone</b> in the presentation)? <i>[If applicable]</i>		
Are you happy with the <b>speed</b> at which you spoke (not too fast)?		
Are you happy with how much you <b>smiled</b> ? <i>[If applicable]</i>		
Are you happy with how much you used your <b>hands</b> ?		

<b>Table #3: Analyzing Your Delivery and Confidence</b>		
<b>Questions: Please answer the questions below about your delivery. Thanks</b>	<b>Answer Yes or No or <b>Not Applicable</b></b>	<b>If you answered No to any of the questions in the previous column, please write down what you need to do in order to turn that No into a Yes. Please note that if you answered Not Applicable, then skip that respective question(s).</b>
Are you happy with how many people you made <b>eye contact</b> with in this pretend speech?		
Are you happy with how <b>confident</b> you appeared while delivering your awesome masterpiece of a speech? : )		

**Next Step:** After you have completed the 3 tables above, then please turn to the next page and compare your 2nd & your 3rd intermission presentations...and notice the **DRAMATIC** improvement eh! : ).



Workbook for SMC-2-8 (Semester #2 and Class #8 for Sales, Marketing & Communication)

Please complete the following 3 tables based on the presentation and slides that you just created.

Please answer the questions in the following 3 tables:

<b>Table #1: Comparing Your 2<sup>nd</sup> and 3<sup>rd</sup> Intermission Presentation Content, Audience and Purpose (C.A.P.) Qualities</b>		
<b>Question</b>	<b>Answer Yes or No or <b>The Same</b></b>	<b>If you answered No, how could you change the content of your presentation so that the answer is Yes or “The Same” and not No?</b>
Was your overall presentation <i>content</i> more <b>C</b> onvincing in your 2 <sup>nd</sup> Intermission presentation than in your 1 <sup>st</sup> Intermission presentation?		
Was your overall presentation <i>content</i> more <b>I</b> nteresting in your 2 <sup>nd</sup> Intermission presentation than in your 1 <sup>st</sup> Intermission presentation?		
Was your overall presentation <i>content</i> more <b>D</b> ifferent in your 2 <sup>nd</sup> Intermission presentation than in your 1 <sup>st</sup> Intermission presentation (I know my grammar wasn't great there sorry!)?		
Was your overall presentation <i>content</i> more <b>E</b> ducational in your 2 <sup>nd</sup> Intermission presentation than in your 1 <sup>st</sup> Intermission presentation?		
Was your overall presentation <i>content</i> more <b>R</b> elevant in your 2 <sup>nd</sup> Intermission presentation than in your 1 <sup>st</sup> Intermission presentation?		
Was your overall presentation <i>content</i> more appropriate for your targeted <b>A</b> udience?		
Did your overall presentation <i>content</i> <b>better</b> address the <b>P</b> urpose of your presentation?		

<b>Table #2: Comparing Your Presentation Slides (P.I.M.C.O.) in Intermission 2 and in Intermission 3.</b>			
<b>Question: Did Your Slides Address <b>at Least 2</b> of the P.I.M.C.O. Concepts in <b>Intermission 1?</b></b>	<b>Answer Yes or No</b>	<b>Question: Did Your Slides Address <b>at Least 2</b> of the P.I.M.C.O. Concepts in <b>Intermission 2?</b></b>	<b>Answer Yes or No</b>
Did your slides have at least 1 <b>P</b> icture?		Did your slides have at least 1 <b>P</b> icture?	
Was there anything on your slides that was <b>I</b> nspirational (for example, a quote)?		Was there anything on your slides that was <b>I</b> nspirational (for example, a quote)?	
Were your slides <b>M</b> inimal (meaning not too many bullet points and words on each slide)?		Were your slides <b>M</b> inimal (meaning not too many bullet points and words on each slide)?	
Were your slides somewhat <b>C</b> onsistent (meaning not too many different fonts, etc)?		Were your slides somewhat <b>C</b> onsistent (meaning not too many different fonts, etc)?	
Were your slides <b>O</b> riginal (meaning different from other presentations that you have seen)?		Were your slides <b>O</b> riginal (meaning different from other presentations that you have seen)?	

**Again, please note that I recommend that your slides have 2 or more of the P.I.M.C.O. components. Thanks**

Table #3: Comparing Your Delivery and Confidence in Intermission 2 and in Intermission 3.		
Questions: Please answer the questions below about your delivery. Thanks	Answer Yes or No or <b>Not Applicable</b>	If you answered No to any of the questions in the previous column, please write down what you need to do in order to turn that No into a Yes. Please note that if you answered Not Applicable, then skip that respective question(s).
Are you <i>happier</i> with how <b>passionate</b> you were in your delivery for the entire speech (meaning the start, middle and end) in your 2 <sup>nd</sup> Intermission presentation than in your 1 <sup>st</sup> Intermission presentation? [ <i>If applicable</i> ]		
Are you <i>happier</i> with how <b>inspirational</b> you were in your delivery in your 2 <sup>nd</sup> Intermission presentation than in your 1 <sup>st</sup> Intermission presentation? [ <i>If applicable</i> ]		
Are you <i>happier</i> with how you <b>transitioned</b> (structured) between topics (i.e., “moving on to” or “in conclusion?” etc) in your 2 <sup>nd</sup> Intermission presentation than in your 1 <sup>st</sup> Intermission presentation?		
If your 1 <sup>st</sup> and 2 <sup>nd</sup> Intermission presentations were over 10 minutes did you show more/better <b>images or a video or an animation</b> when comparing Intermission 2 versus Intermission 1?		
Are you <i>happier</i> with how little time you spent <b>reading your slides</b> in your 2 <sup>nd</sup> Intermission presentation than in your 1 <sup>st</sup> Intermission presentation? [ <i>If applicable</i> ]		
Are you <i>happier</i> with how you <b>involved the [pretend] audience</b> in your 2 <sup>nd</sup> Intermission presentation than in your 1 <sup>st</sup> Intermission presentation?		
Are you <i>happier</i> with <b>humor or self-deprecation</b> you used in your 2 <sup>nd</sup> Intermission presentation than in your 1 <sup>st</sup>		

Table #3: Comparing Your Delivery and Confidence in Intermission 2 and in Intermission 3.		
Questions: Please answer the questions below about your delivery. Thanks	Answer Yes or No or <b>Not Applicable</b>	If you answered No to any of the questions in the previous column, please write down what you need to do in order to turn that No into a Yes. Please note that if you answered Not Applicable, then skip that respective question(s).
Intermission presentation? [ <i>If applicable</i> ]		
Are you <i>happier</i> with the <b>clarity</b> of your speech (meaning not just your delivery but are you happy with the <b>simple words</b> you used....as big words lose some audience members) in your 2 <sup>nd</sup> Intermission presentation than in your 1 <sup>st</sup> Intermission presentation? [ <i>If applicable</i> ]		
Are you <i>happier</i> with how many times you <b>paused</b> (if needed for effectiveness) in your delivery in your 2 <sup>nd</sup> Intermission presentation than in your 1 <sup>st</sup> Intermission presentation? [ <i>If applicable</i> ]		
Are you <i>happier</i> with how you <b>changed your tone</b> in the presentation) in your 2 <sup>nd</sup> Intermission presentation than in your 1 <sup>st</sup> Intermission presentation? [ <i>If applicable</i> ]		
Are you <i>happier</i> with the <b>speed</b> at which you spoke (not too fast) in your 2 <sup>nd</sup> Intermission presentation than in your 1 <sup>st</sup> Intermission presentation?		
Are you <i>happier</i> with how much you <b>smiled</b> in your 2 <sup>nd</sup> Intermission presentation than in your 1 <sup>st</sup> Intermission presentation? [ <i>If applicable</i> ]		
Are you <i>happier</i> with how much you used your <b>hands</b> in your 2 <sup>nd</sup> Intermission presentation than in your 1 <sup>st</sup> Intermission presentation?		
Are you <i>happier</i> with how many people you made <b>eye contact</b> within this pretend speech in your 2 <sup>nd</sup> Intermission		

Table #3: Comparing Your Delivery and Confidence in Intermission 2 and in Intermission 3.		
Questions: Please answer the questions below about your delivery. Thanks	Answer Yes or No or <b>Not Applicable</b>	If you answered No to any of the questions in the previous column, please write down what you need to do in order to turn that No into a Yes. Please note that if you answered Not Applicable, then skip that respective question(s).
presentation than in your 1 <sup>st</sup> Intermission presentation?		
Are you <i>happier</i> with how <b>confident</b> you appeared while delivering your awesome masterpiece of a speech in your 2 <sup>nd</sup> Intermission presentation than in your 1 <sup>st</sup> Intermission presentation? : )		

## **RESOURCES**

In order to access the 25 speech guides and 50 presentation templates, please visit the following web address (all lower-case): <http://harouneducation.com/smc-2-8>

## **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.