



WHCP6120: Advanced Persuasion: Impromptu Speaking and Elements of Story for Business

Syllabus Spring 2023

Course Objective: In this course you will learn and practice techniques for persuading audiences in impromptu situations, with a focus on the technique of storytelling.

You will learn how to:

- Always be “in readiness” to speak off-the-cuff, particularly by identifying and internalizing key messages, and organizing them through simple structures.
- Strengthen your persuasive impact in impromptu (and prepared) presentations by identifying and constructing stories to support your key messages.
- Stay on message during aggressive Q&A (by handling tough questions in a variety of situations, such as from a media consultant in a simulated media interview).

Our Website (<http://communicationprogram.wharton.upenn.edu>) provides information on the Communication Program.

The major components of this course include:

- Class 1: Impromptu Speaking Techniques
- Class 2: Planned Presentation with Last-Minute Slides
- Class 3: Impromptu Q&A with Media Consultant
- Class 4: The Power of Story in Impromptu (and Prepared) Presentations
- Class 5: Team Presentation with Impromptu Q&A
- Class 6: Improvisation on a Planned Presentation

Assignments and Grading: Assignment details are posted on Canvas. Due dates vary so please read each assignment carefully.

Class Assignments	<u>Points</u>
2-minute Presentation (with last-minute slides)	10
Story Module Quiz	5
90-second Story	10
Team Presentation Worksheet	5
2-minute segment of Team Presentation	15
5-minute Capstone Presentation with Story	25
Total for Assignments	70
 Class Participation	 30

Please note the following about the assignments:

- Final details for all assignments are on Canvas.
- **You must complete all graded assignments** in order to pass the course and do so **on time** to receive full credit.
- All assignments, including presentations, submitted more than one week late will receive zero points.
- Class participation will be graded on attendance, class contribution (including providing meaningful feedback and being an attentive audience member), and timely completion of ungraded assignments.
- Attendance at each session is very important. Any unexcused absence will have a negative impact on your grade. Note: a student with more than 2 absences (for any reason) cannot pass the course.
- Students are responsible for compliance with the [Ethics Matrix](#).
- Instructors and students agree to hold each other accountable to the standards set forth in the [Wharton Learning Agreement](#).

Absences & Make-up Information: For each class session, there is a make-up module on Canvas that outlines how students should make up work for the class. Any student who is unable to attend a given class session should complete the corresponding make-up module. To receive credit, the make-up must be completed before the next class.

Required Reading: All required readings can be accessed from the *WHCP 6120: Impromptu Speaking and Elements of Story for Business* site. On the left side of the page, you'll find the Study.Net Materials link. Use that link to access all required readings unless otherwise noted. Readings are also listed in weekly overview pages in the Modules tab on Canvas.

Electronics & Note-taking Policy: All students are expected to be fully engaged with the instructor, class content, and one another throughout the entirety of the class session. Use of mobile or electronic devices without instructor permission may result in the deduction of participation points.

WHCP 6120 Impromptu Course Deliverables

All deliverables are due by class time unless otherwise noted below.

Class	Focus	Deliverables	Points
1	Impromptu Speaking Techniques	-	-
2	Planned Presentation with Last-Minute Slides	Sign up for Class 2/3 case & position	-
		2-minute case-based presentation (using slides provided last-minute)	10
3	Impromptu Q&A with Media Consultant	Media Prep Worksheet	-
		Sign up for Class 4/5 case study position	-
4	The Power of Story in Impromptu (and Prepared) Presentations	Submit Story Module Quiz (due two days before class)	5
		90-second story supporting Class 4/5 case position (due two days after class)	10
5	Team Presentation with Impromptu Q&A	Collaborate on and review presentation outline worksheet, upload (due two days before class)	5
		Deliver 2-minute case-based presentation as part of a longer team presentation, followed by aggressive Q&A	15
		Sign up for Class 6 case and position	-
6	Improvisation on a Planned Presentation	5-minute case-based capstone presentation with story	25
ALL	Providing meaningful feedback and being an attentive audience member	Class Participation	30
		Total Points	100

Course Content: (Assignment details are posted on Canvas)

Class 1: Impromptu Speaking Techniques

Class 1 Learning Objectives:

- Recall principles learned in WHCP 6110 and see how they apply to impromptu speaking
- Apply techniques for impromptu speaking, particularly identifying and internalizing key messages and simple structures for impromptu
- Deliver an impromptu presentation based on a prompt

Class 1 Assignments:

- **Read:**
 - *6120 Impromptu Syllabus*
 - *Understanding Grades and Feedback*

Class 2: Planned Presentation with Last-Minute Slides

Class 2 Learning Objectives:

- Practice incorporating last-minute slides into a planned presentation
- Deliver an impromptu presentation based on a prompt

Class 2 Assignments:

- **Read:**
 - *Class 2/3 Case Summaries, plus all parts of your chosen case*
 - *Presenting with Slides – Best Practices*
 - *5 Tips for Off-the-Cuff Speaking*
 - *How to Think on Your Feet Under Pressure*
- **Follow:** Class 2/3 case sign-up instructions
- **Prepare and Deliver:** a 2-minute persuasive presentation to an internal audience, based on the case and position for which you signed up. (You will need to meld your presentation with two slides you will be given shortly before presenting.)

Class 3: Impromptu Q&A with Media Consultant

Class 3 Learning Objectives:

- Identify and concisely communicate key messages
- Apply techniques for staying on message and handling tough Q&A in a media interview
- Improvise and stay on message during tough Q&A from media trainer

Class 3 Assignments:

- **Read:**
 - *14 Tips for Acing Your First Publicity Interview*
 - *Types of Questions & Approaches for Responding*
- **Watch:** Media Interview Video
- **Prepare:** Review the case and position you selected. Your company has decided to adopt your proposal. They now want you to communicate the company's position to the public through a media interview.
 - **Submit:** Media Prep Worksheet

- **Represent Your Company's Position:** in an in-class interview with a media consultant, and stay on-message during tough Q&A.
- **Sign up:** for position in Class 4/5 Case

Class 4: The Power of Story in Impromptu (and Prepared) Presentations

Class 4 Learning Objectives:

- Explain the importance of identifying and creating stories that communicate key messages
- Identify why, when, and how to use stories in impromptu (and prepared) presentation
- Practice techniques for storytelling

Class 4 Assignments:

- **Read:**
 - *John Morgan Health System (Class 4/5 Case)*
 - *Why Your Brain Loves Good Storytelling*
 - (Review from WHCP 6110) *WHCP Virtual Presentation Guidelines*
- **Review your upcoming** 90-second story assignment (which will be due within two days after class). You will begin outlining this story as part of your Story Module and Quiz assignment and will further refine it during Class 4.
- **View and Submit:** Story Module and Quiz (Note: in this story module we are asking you to outline a **story** that you can use to support your position in the *John Morgan Health System* case – this should **NOT** be an outline of your **argument**.)
- **Be Prepared to** (during your team's planning session in Class 4):
 - Suggest a frame and arguments for your team's position in the *John Morgan Health System* case
 - Share the story idea you outlined in the Story Module Quiz
- **Upload (two days AFTER class):** the 90-second story that you started outlining in the Story Module Quiz and refined using techniques taught in Class 4.
- **Optional:**
 - *Adam Grant podcast- Power of the Underdog Story*
 - *Stories Literally Put Our Brain Waves in Synch*

Class 5: Team Presentation with Impromptu Q&A

Class 5 Learning Objectives:

- Develop a portion of a team presentation
- Deliver as part of a team presentation
- Improvise and stay on message during aggressive Q&A in a team presentation

Class 5 Assignments:

- **Read:** *Guide for Giving a Group Presentation*
- **Prepare and Deliver:** 2-minute segment of a team presentation. Field questions and ask questions of opposing team.
- **Compile and Upload (two days BEFORE class):** Team Presentation Outline to your team's discussion board space in Canvas.
- **Review and Provide Quality Assurance:** on all contributions to the Team Presentation Outline.
- **Sign up:** for Class 6 case and position.

Class 6: Improvisation on a Planned Presentation

Class 6 Learning Objectives:

- Improvise on a planned presentation, adapting it on-the-fly when unexpected circumstances arise
- Identify and internalize key messages and use simple structures in an impromptu presentation
- Incorporate a story into a presentation

Class 6 Assignments:

- **Read:**
 - Depending on the case you selected, either: *Can One Business Unit Have Two Revenue Models? -or- Should the C-suite Have a "Green Seat"?*
 - The summary of the case you didn't select
- **Prepare:** a 5-minute persuasive capstone presentation (with story) based on the case and position for which you signed up. The presentation must contain a story containing all five story elements we discussed.
- **Meet with your Communication Fellow (TA) virtually:** to record and deliver your capstone presentation (with story).
- **Deliver presentation again:** in class, adapting it on-the-fly if/when unexpected circumstances arise.