

LP07 ASSIGNMENT: Stand-Alone Professional Presentation and Handout

Directions

For this assignment you will create and deliver an oral presentation accompanied by PowerPoint slides and a one-page handout. The topic of your professional presentation must be Employee Engagement. You will use the findings from your previous research on the topic.

You will use a video recording tool called Bongo, available to you through this online classroom, to record yourself delivering the presentation.

STEP 1: PREPARE

- Refer to SQ1: "What Do You Analyze When Planning a Business Presentation" and Figure 11.5: "Process for Developing Slide Presentations," both in Chapter 11 of your textbook, to assist you in creating and designing your presentation. (PROVIDED IN ATTACHMENT)

STEP 2: CREATE

Plan a presentation on the topic of **employee engagement**, accompanied by the following visual aids.

PowerPoint Slides. Your slide deck must include:

- Title Slide: This includes the title of your presentation, your name, and date.
- Agenda Slide: This includes headings and slide numbers.
 - Headings: Include headings to indicate what you are presenting on each slide.
 - Slide Numbers: Add slide numbers to each of your slides after the Title Slide.
- Transition Slides: These should be placed between major sections.
- Color and Visuals: Use color and visual aids (e.g., images, graphics, etc.).

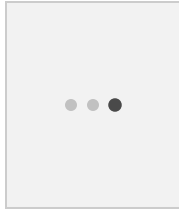
- In-Text Citations and Reference Page: Cite any sources on the individual slides and then include a Reference Slide at the end of your presentation on which you give the full APA style citation for the sources you used.
- Your presentation must be a minimum of 12 slides, which includes your title slide, agenda slide, transition slides, conclusion slide, and references.
- Conclusion Slide. The conclusion slide is your final slide that summarizes the presentation and provides information on next steps.

Handout You also need to create an effective one-page handout in Microsoft Word.

- Your handout must include a section for note-taking.

Remember to check your PowerPoint slides and handout for correct grammar, spelling, and punctuation. Also, evaluate the format of your PowerPoint slides and the readability of your handout before submitting.

SQ2 How do You Compose the Presentation?



What does it mean to *compose* a presentation? For some people, the first

thing that comes to mind may be writing a speech. Other people may imagine writing a slide deck or putting together a set of visual aids. Still others may envision speaking extemporaneously, composing on the spot.

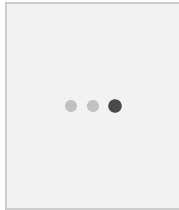
Whether you envision your presentation as a speech or as a conversation with the audience supported by slides, props, and flipcharts, you will need to develop content that engages the audience and meets their needs. If you are developing a slide presentation, you will need to design a slide deck that supports the presentation without boring, distracting, or confusing the audience. This section explains a seven-step process illustrated in [Figure 11.5](#) for developing effective slide presentations.

Figure 11.5

Process for Developing Slide Presentations



SQ1 What do You Analyze When Planning a Business Presentation?



Assume that you work for the human resources department of

Rowland-Grey, a large company that owns six department store brands throughout the United States. Your job is to study the work environment in individual stores and to recommend changes that will improve worker satisfaction and productivity. One day, your supervisor asks you to analyze the personnel problems in the company's computer call centers, which handle both online orders and customer feedback. The manager of the Midwest call center has been complaining that his unit is experiencing high rates of sales staff turnover and absenteeism as well as decreases in productivity. Your supervisor gave you exit interviews from 10 online sales clerks, all of whom quit due to headaches and eyestrain. Based on the exit interviews and additional research, you learn the following information:

- The annual turnover rate for employees who work in the call center is 55 percent, whereas the turnover rate for employees on the sales floor is 40 percent.
- The excess turnover in the call centers costs the company \$660,000 a year in new employee training.
- Exit interviews show that people working in the call center routinely complain about headaches.
- The type of computer monitors combined with the lighting in the call centers lead to glare, which may be contributing to the headaches.

Create Effective Handouts

Audiences and presenters often benefit from *handouts*—documents distributed to the audience during or after a presentation. Making handouts of presentation slides is very convenient. Standard formats include slide miniatures and slides with “notes” pages. However, your presentation may benefit from other types of handouts. For example, if you are making a detailed sales presentation or client proposal, your handout may include product specification sheets or spreadsheets that would be too detailed to read on a screen. Providing that material in a handout is more effective. If you have several resources to share—such as forms, sample designs, or documentation—you can use folders, report covers, or binders to organize your handout materials. **Figure 11.25** provides advice for choosing among types of handouts.

When creating handouts, follow these guidelines:

- **Consider the needs of your audience.** Will they want to make notes on your handouts? If so, avoid slide miniatures that fill the entire page with no room for notes. Be sure to leave ample margins or provide other blank space.
- **Consider the impact of color.** Your audience may perceive handouts printed in color as having more impact than black-and-white documents. However, colorful handouts are more expensive to produce. Printing handouts in grayscale provides contrast without additional expense.
- **Proofread carefully before copying.** You can easily make changes to your electronic files before your presentation. However, if you find an error after you copy handouts, printing and recopying them will require extra time and money.
- **Make extra copies.** Even if you think you know how large your audience will be, make 10 percent more handouts in case extra people attend or someone wants to share copies with colleagues who cannot attend your presentation.
- **Decide when to distribute your handouts.** In some situations, you may want to distribute your handouts as your audience enters the room. They can preview the topic and begin to think about your information before the presentation begins. In other cases, you may want to distribute the handouts as you begin speaking. Having handouts during the presentation allows the audience to make notes and identify question areas as they follow along. If

you do not want your audience to read a handout while you are presenting, you may decide to provide handouts only at the end of the presentation.

Slide Miniature Handouts

Consist of: slides that are reduced in size but still legible

Use when: giving stand-alone and report deck presentations

Rowland-Grey, Inc.
Proposal to Reduce Employee Turnover in Call Centers

Rowland-Grey, Incorporated
The Best Customer Service in Person or Online

Proposal to Reduce Employee Turnover in Call Centers
Presented to Carolyn Reese, Senior VP of Planning and Development
By Lacey Spies, Human Resources Analyst
April 15, 2006

Agenda

Employee turnover 38% higher in call centers than in stores

Average annual turnover rate for the past three years

Call center turnover costs Rowland-Grey \$500,000 per year in training costs

Rowland-Grey can save \$150,000 per year if we can reduce call center turnover to company average

Goal to reduce call center turnover to 40%

Lacey Spies, Human Resources Analyst
lspies@rowland-grey.com

Page 1 of 3 Pages

Slides with Notes Pages

Consist of: one slide per page, with additional notes

Use when: giving presentations that require explanation

Rowland-Grey, Inc.
Proposal to Reduce Employee Turnover in Call Centers

Employee turnover 38% higher in call centers than in stores

Average annual turnover rate for the past three years

Call Center: 38%
Stores: 15%
13 percentage point gap means call center turnover is 38% higher than on-floor turnover (15/40-38%)

Call center personnel also experience higher rates of absenteeism and tardiness

- Data collected from Midwest regional office only during the previous three fiscal years
- Yearly totals combined to overall determine percentages
- Data corroborated with national office

Average Turnover Rates:

Call Center Personnel	38%
On-Floor Sales Associates	40%
55% - 40% = 15 percentage points (38% increase)	

Lacey Spies, Human Resources Analyst
lspies@rowland-grey.com

Page 3 of 13 Pages

Supplementary Information Handouts

Consist of: additional information, including detailed tables, spreadsheets, appendices, or resources

Use when: covering complex material that benefits from additional detail

ROWLAND-GREY, INCORPORATED
The Best Customer Service in Person or Online

Proposal to Reduce Employee Turnover in Call Centers
Presented to Carolyn Reese, Senior VP of Planning and Development
By Lacey Spies, Human Resources Analyst
April 15, 2006

CONTENTS

- Problem
- Possible Solution
- Pilot Test
- Cost questions from monitor suppliers

1. PROBLEM

Turnover rate for call center personnel is 37% higher than for on-floor sales associates

- Average annual turnover rate for the past three years:
 - Call Center = 38%
 - On-Floor = 40%
- 15 percentage point gap means call center turnover is 37% higher than on-floor turnover (15/40-38%)
- Call center personnel also experience higher rates of absenteeism and tardiness

High turnover rate costs Rowland-Grey \$660,000 per year in training costs

- \$5,200 training cost per employee
- 1,000 call center workers
- 55% turnover (\$50 per year)
- \$660,000 per year in training costs due to turnover
- Increased absenteeism and tardiness lead to additional costs

Cause of the turnover can be traced back to outdated computer monitors

- Monitors cause headaches
 - 80% of surveyed employees cite headaches from monitor glare as reason for leaving
 - 80% of surveyed employees indicate concern about headaches
- Employees fear radiation exposure
 - 70% of surveyed employees believe monitors are unsafe

Sample quotes from exit surveys

I went through three changes in my eyeglass prescription in five years. I know I'm getting older, but that is an extreme change. I believe working on a computer screen all day, every day contributed.

At the end of most days, I drove home from the office with a headache. By the end of the week, my headaches changed to migraines.

I know the bad lighting in the office was a factor for me. I brought in my own desk lamp, but that didn't do much to improve the glare on my computer screen. Something needs to be done!

Lacey Spies, Human Resources Analyst
lspies@rowland-grey.com

Page | 1

All Handouts Include . . .

- Header with title and name
- Contact information
- Page numbers