

MGB/P/T 490-001

High Impact Presentations:

Designing and Delivering Presentations that Move People

INSTRUCTOR:	Doy Charnsupharindr (charnsupharindr@ucdavis.edu)
UNIT OF CREDIT:	1 Unit
PREREQUISITE:	Storytelling for Leadership (MGB/MGP/MGT 407)
CLASS FORMAT:	Class will be delivered entirely via Zoom --including lectures, skills building exercises, practice, feedback and coaching.
CLASS DATES:	Monday May 15, 2023 (6pm-9pm PDT) Monday May 22, 2023 (6pm-9pm PDT) Monday June 5, 2023 (6pm-9pm PDT)

COURSE OBJECTIVES

1. To study presentation design principles to make technical presentations interesting, convincing and memorable to any audience.
2. To practice designing, preparing for and delivering impactful presentations.
3. To develop leadership presence, confidence, and communication skills to motivate, inspire and connect to the thoughts and feelings of others.

COURSE DESCRIPTION

Presentations should never be boring! This course focuses on how to design and deliver presentations that connects to the **minds** and the **hearts** of your audience. An impactful presentation conveys both the **facts** and the **emotional impact** to the audience. It is interesting, convincing, and memorable. Through highly experiential learning exercises, students will have the opportunity to focus on:

- **Purpose** – Before you can prepare slides for your presentation, are you clear on the purpose of your presentations? What are the frameworks to consider before designing your slides?
- **Preparation** - How to design your presentation and presentation aids (including slides) that have the impact you intend? How could you incorporate storytelling structure into your presentation design? How to do you prepare and practice for your presentation?
- **Presentation** - How do you bring the presenter and the presentation slides together in an impactful way? What are the communication skills to connect to the minds and hearts of your audience?

The class format includes lectures, discussions, practice, on the spot coaching and feedback from the instructor and students. Students will also be required to prepare and practice their presentation outside of class time. Optional 1-on-1 coaching sessions and office hours will be offered.

COURSE OUTLINE

Class 1 – Designing Presentations for Impact

- Five Powers of Authentic Leadership
- Leadership Presence & Effective Communication Skills
- Reviewing storytelling techniques and how it applies to presentations
- Designing presentations that really makes an impact
- It's all about the people—Seeing the presentation through the eyes of your audience
- Combining facts and feelings to connect to the minds and hearts of your audience

Class 2 – Preparation & Rehearsal Process

- Preparing for your presentation
- Slide Design Principles—Designing slides that enhance YOU as the presenter
- The rehearsal process: Practice delivering your presentation with in-the-moment feedback
- The art of giving and receiving feedback
- Developing your leadership presence and communication skills (*including voice, body language, eye contact, breathing, etc.*)

Class 3 – Delivering Presentations with Impact

- Final Presentations
- Audience engagement
- Spontaneity skills

BASIS FOR FINAL GRADE

- Attendances during all hours of the course are mandatory.
- **Class participation** and completion of **in-class exercises** (40% of final grade)
- Completion of **High Impact Presentation** assignment, including Presentation Outline and in-class presentation (40% of final grade)
- Submission of **Presentation Review Paper** (20% of final grade)
- Please also refer to the Code of Academic Conduct (<http://sja.ucdavis.edu/files/cac.pdf>)

OPTIONAL READING

- Nancy Duarte, *Resonate: Present Visual Stories that Transform Audiences*, John Wiley and Sons, September 2010.
- Carmine Gallo, *Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds*, St. Martin's Griffin, 2014.

- Stephen Denning, *The Leader's Guide to Storytelling: Mastering the Art and Discipline of Business Narrative*, Revised and Updated, Jossey-Bass, 2011.
- Paul Smith, *Lead With a Story*, Amacom, 2012.

ASSIGNMENTS

For Class 1

- (Optional) Read Duarte's **Chapter 1-2**.
- (Optional) Read Gallo's **Introduction**.

Between Class 1 and Class 2

- (Optional) Read Duarte's **Chapters 5-7**.
- (Optional) Read Gallo's **Chapters 2-3**.
- Submit your **Presentation Outline** assignment.

Between Class 1 and Class 2

- Submit your presentation slides/presentation aids.

High Impact Presentation (40% of final grade)

Based on the concepts covered in class and in the readings, design a 5-minute presentation on a topic you are passionate about. You should choose a subject in which you are already knowledgeable. The goal is not for you to spend too much time researching the topic; instead you should spend the time preparing to deliver the content to an audience who may not be the subject matter expert. How could you design a presentation that connects both to their minds and hearts?

There are 3 parts to this assignment:

Part 1: Submit your **Presentation Outline**

To design your presentation, answer these 3 questions:

- 1) Who is the audience?
- 2) What is the call to action?
- 3) What do I want them to know and how do I want them to feel?

Then, write your presentation outline using the "storytelling structure". Remember that you have only 5 minutes. Choose a topic that you could cover in an impactful way within that time limit.

Part 2: Design and submit your **slides / presentation aids**.

Part 3: Prepare to deliver the 5-minute **High Impact Presentation** in class.

ASSIGNMENTS *(continued)*

After Class 2

- Submit your **Presentation Review Paper**.

Final Written Assignment: Presentation Review Paper (20% of final grade)

Write a reflection paper that recaps your learning through the process of designing and delivering your presentation. Include the following:

- **PREPARATION** - How did you apply the concepts from class in preparing for your presentation?
- **PRESENTATION FEEDBACK** - What feedback did you receive about your presentation, including the design, the slides, and the delivery? What worked? What needed work?
- **IMPROVEMENTS** - Given the feedback, what changes would you make in your presentation design and delivery to make it more interesting, convincing, and memorable?

The paper should be between 600-1,000 words.

FACULTY PROFILE



Doy Charnsupharindr is an executive coach and an instructor of MBA-level courses on developing leadership, communication, and coaching skills. He has taught at UC Berkeley Haas School of Business, UC Berkeley Goldman School of Public Policy, UC Davis Graduate School of Management, and the Berkeley Executive Education. He has also guest lectured at the Berlin School of Creative Leadership (Germany), Nanyang Business School (Singapore) and the Thailand Management Association (Thailand). As an instructor and consultant, Doy draws upon his prior professional experiences in management, customer service, business strategy, operations, and product management for the financial services and high technology industry.

Doy is the CEO of the Berkeley Executive Coaching Institute. He is on the Forbes Coaches Council. He has spoken at TEDx and has coached other speakers. He is an executive coach and leads

workshops for some of the largest corporations, as well as nonprofit and governmental organizations worldwide. The clients he has worked with include Adobe, Amazon, Cisco, DHL, Facebook, Genentech, Google, Intel, McKinsey, Moody's, Novartis, PG&E, Pixar, Procter & Gamble, Salesforce, Verizon, and VMWare.

Doy has an MBA from UC Berkeley's Haas Business School (2011) and a BA in Economics from Stanford University (2000). He's a former musical director of Stanford's Mixed Company a cappella and a winner of the 2001 Contemporary A Cappella Recording Award (CARA). His love for the performing arts extended to other stages as an actor. He has appeared in many stage productions with Bay Area theatre companies. Doy utilizes his extensive experiences in the performing arts to enable others to develop their communication skills and leadership presence. He serves on the board of several theatre companies and is currently the chair of Broadway by the Bay's RISE committee that promotes representation, inclusion, social justice, and empowerment. His goal as a coach and instructor is to be the catalyst for others to become authentic leaders, inspirational communicators, and change makers.