

MGB 490-1

HIGH IMPACT PRESENTATIONS

INSTRUCTOR:	Doy Charnsupharindr (Email contact: charnsupharindr@ucdavis.edu)
UNIT OF CREDIT:	1 Unit
PREREQUISITE:	Storytelling for Leadership (MGB/P/T 407)
CLASS FORMAT:	Class will be delivered entirely in person --including lectures, skills building exercises, practice, feedback, and coaching. Schedule of office hours and optional 1:1 presentation coaching will be posted on the course Canvas site.
CLASS DATES/TIMES:	Sunday May 18, 2025 (9:30am-12:30pm and 1:30pm-3:30pm) Sunday June 1, 2025 (9:30am-12:30pm and 1:30pm-3:30pm)

COURSE DESCRIPTION

This is a course for those who want to learn how to design and deliver impactful presentations that are interesting, convincing, and memorable to audiences in different business contexts. You will learn the fundamental principles to create persuasive presentations that incorporate storytelling techniques to engage with the **minds** (analytical thinking) and the **hearts** (emotional connection) of your audience. You will also explore how to leverage artificial intelligence (AI) technologies to increase impact and audience engagement when designing human-centered presentations.

Through highly interactive class lectures and discussions, case studies, in-class presentations, on-the-spot coaching and feedback, you will develop the skills and strategies needed to deliver impactful presentations that leverages AI technology while maintaining a focus on human needs and interests. In addition to attending the 2 classes, you will also be expected to spend at least 20 hours outside of classroom time to complete the reading assignments, conduct individual research, prepare and practice your presentation. Office hours and optional 1-on-1 coaching sessions will also be offered.

COURSE OBJECTIVES

1. Develop strategies to design and deliver persuasive presentations for diverse audiences.
2. Learn how to use storytelling and creative presentation aids to engage with the audience.
3. Practice preparation techniques and discover your authentic presentation style.
4. Enhance presentation skills, including vocal delivery, body language, and executive presence.
5. Understand the role of AI in enhancing human-centered presentations and examine ethical considerations and biases related to AI-powered presentation tools and techniques.
6. Explore AI-driven tools for content creation, design, and delivery.

COURSE OUTLINE

Class 1 – Designing Human-Centered Presentations

- It's all about the people—designing presentations that resonate with your audience
- Strategy to connect to the minds (analytical thinking) and hearts (feelings) of your audience
- Executive Presence & the 5 Powers of Authentic Leadership
- Impactful Communication Skills—using your words, your voice, and your non-verbal communication
- Storytelling techniques and how to incorporate them into your presentations
- Benefits and challenges of integrating AI into human-centered presentations
- Slide Design Principles—Designing slides that enhance YOU as the presenter
- Leveraging AI-driven design platforms for creating compelling presentation slides and visuals
- Creating your action plan to prepare for the final presentation

Class 2 – Delivering Presentations with Impact

- Preparation techniques—before and on the day of your presentation
- How AI can help you prepare
- Developing your executive presence and authentic presentation style
- Using your communication instruments (*including voice, body language, eye contact, breathing, etc.*) to engage with your audience
- Giving and receiving constructive feedback
- Preparing for the unexpected / Spontaneity skills for presenters
- Course conclusion and key takeaways

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 the final written assignment: **Presentation Review Paper** (20% of final grade)
- Please also refer to the Code of Academic Conduct (<http://sja.ucdavis.edu/files/cac.pdf>)

REQUIRED READING

- Nancy Duarte, ***Resonate: Present Visual Stories that Transform Audiences***, John Wiley and Sons, September 2010.
- Additional articles, videos, and case studies will be posted on course Canvas site.

OPTIONAL READING

- Carmine Gallo, *Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds*, St. Martin's Griffin, 2014.
- Paul Smith, *Lead with a Story*, Amacom, 2012.

ASSIGNMENTS

For Class 1

- Read Duarte's *Chapter 1-2*.
- Review Class 1 reading/viewing assignments posted on course Canvas site.

Between Class 1 and Class 2

- Read Duarte's *Chapters 5-7*.
- Prepare to deliver your **High Impact Presentation** in class 2 (20% of final grade).
Based on the concepts covered in class and in the readings, design a 5-minute persuasive presentation on a topic you of your choice. You should choose a topic in which you are already knowledgeable and about which you are passionate. 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 already be familiar or interested in the topic. How could you design a presentation that connects both to their minds and hearts? What AI tools can you use to help you design and prepare for your presentation? (Note: Remember that you have only 5 minutes. Choose a topic that you could cover in an impactful way within that time limit.)
- Submit your **Presentation Topic and Outline** assignment (15% of final grade).
***** Due 2 weeks before Class 2 (on Canvas). *****
To design your presentation, answer the following questions:
 - 1) What is the topic of your presentation?
 - 2) What is the purpose of your presentation? And what is the call to action?
 - 3) Who is your intended audience?
 - 4) How will you connect with their minds and their hearts?
 - 5) How will you leverage AI technology into your presentation design and preparation?
 - 6) What is your presentation outline? (Note: You are not required to submit a script of your presentation—only an outline. Using the “story structure” from class, describe the beginning, the middle, and the end sections of your presentation. These could be in bullet points. Remember to also include what would be your Vertical Takeoff!)
- Submit your **presentation slides/presentation aids** (5% of final grade).
***** Due 1 week before Class 2 (on Canvas). *****
- (Optional) Sign up for **1:1 presentation coaching session** w/ Doy. (Refer to course announcement for instructions on how to sign up.)

After Class 2

- Submit your **Presentation Review Paper** (20% of final grade).
*** Due 1 week after Class 2 (on Canvas). ***

Write a reflection paper that recaps your learning through the process of designing and delivering your **High Impact Presentation**. Your paper should include the following 3 areas:

- 1) **Preparation Strategy** - How did you apply the learning from class in preparing for your presentation? How did you leverage AI technology into your presentation design and preparation? What practices will you continue to implement going forward when you prepare for future presentations?
- 2) **Presentation Feedback** - What feedback did you receive about your presentation, including the design, the slides, and the delivery? What worked? What needed work? What resonated with your own self reflections? What aligned with your authentic presentation style?
- 3) **Performance Improvement** - Given the feedback, what changes would you make in your future presentation design and delivery to make it more interesting, convincing, and memorable? How will you continue your development as a presenter going forward?

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 an executive coach and has been on the Forbes Coaches Council.

Doy was a TEDx speaker and has coached many speakers and presenters from around the world. He has also delivered several keynotes and led workshops for some of the largest corporations, as well as nonprofit and governmental organizations worldwide. The clients he has worked with include Adobe, Amazon, Applied Materials, Cisco, DHL, Disney, Dusit International, Genentech, Google, Intel, McKinsey, Meta, Microsoft, Moody's, Novartis, PG&E, Pixar, Procter & Gamble, Salesforce, Stock Exchange of Thailand, 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 and across the nation. He recently performed at the Kennedy Center in Washington DC. Doy utilizes his extensive experiences in the performing arts to enable others to develop their communication skills and leadership presence. He has served on the board of several theatre companies. His goal as a coach and instructor is to be the catalyst for others to become authentic leaders, inspirational communicators, and change makers.