

CHAPTER 14 REVIEW

Internet Quest



Meetings Abroad

There are many ways to prepare for a presentation, whether it is formal or informal. It is especially important to understand cultural customs when conducting business abroad. Review some valuable tips presented by Etiquette International to help you in your next international meeting. Go to www.mhhe.com/cec9.

Internet Quest



Getting Over Speech Jitters

Giving a speech? Scared of speaking in public? The Speakers Platform posts articles on motivational topics for businesses. Explore 10 suggestions for giving a successful speech by Patricia Fripp, an entrepreneur and manager, at www.mhhe.com/cec9.

REVIEW OF KEY POINTS

- When preparing for any oral communication, analyze your audience and adapt your appearance, posture, gestures, facial expressions, eye contact, bodily movements, and vocal aspects—for example, volume, pitch, tone, tempo, and enunciation—to their particular needs and wants.
- Whether participants are involved in a standing or an ad hoc meeting, a meeting organizer should consider the reason for the meeting and the participants' backgrounds, and should also thoroughly prepare an agenda and send it to all participants ahead of time.
- Most professionals routinely make presentations as part of their jobs. Being able to develop and make formal and informal presentations is a competence that you should achieve.
- Creating useful, appropriate visual aids is vital for presentation success. Visual aids should help convey your message, keep your audience focused, and improve retention of your subject matter.
- Utilizing effective multimedia equipment and presentation software like PowerPoint aids in the overall professionalism of the visual aids in a presentation.

CASE 14.1

Presentation Tips

You are the marketing director for Pfizer, a leading pharmaceutical company. You have been asked to coach one of your marketing interns, who will compose a speech to present to her business communication class.

One of the most commonly used prescription drugs the company has developed is Lipitor®.

You don't want the intern to make the speech too complex. What would be your advice to the intern for the class presentation based on the tips presented in Chapter 14?

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CASE 14.2

Purpose and Audience

In August 1977 in Palo Alto, California, Debbi Fields, a young mother with no business experience opened her first cookie store. Today, the company has over 650 domestic locations and over 65 international locations in 11 different countries. See <http://mrsfields.com/> for the history of the company.

Debbi Fields does speak publicly about her story. Just recently, she was quoted in *Career World Magazine*, as saying: “The important thing is not being afraid to take a chance. Remember, the greatest failure is to not try. Once you find something you love to do, be the best at doing it.”

You have requested that Debbi come speak to your communication class about owning a franchise. You need to give her an audience profile of your class. Include two paragraphs describing the audience. What special areas would you want Debbi to speak on, given the interests of your audience?

CEC Online



Need a speech quickly? Go to www.mhhe.com/cec9 to find help in writing a speech.

Communicating in Your Career

Consulting with Clients

You are a financial consultant for an investment advisory firm. You have a client who asked you to do an in-home consultation with him and his 75-year-old mother. She is interested in investing her money so that her grandson will have a trust fund for college. What content and delivery aspects should you consider when preparing for the initial phone conversation with the client and the subsequent meeting with the client and his mother?

Ethics in Action

Presenting an Ethical Proposition

You are the lead presenter during a proposal meeting to a potential client. You present elaborate graphs, charts, and visual aids that show the most optimistic outcome of your products or services. Your presentation includes inflated statistics that describe the best scenario for increasing your client's profits. What are the ethical implications involved? Is this legal?