

COURSE: DESIGNING COMMUNICATION OF RESULTS

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COURSE DESCRIPTION

The evolution of the role of top managers requires refining their presentation skills. Increasingly they are called to report to shareholders, financial analysts and in general, to stakeholders and its effectiveness in communication, the company can seize opportunities.

LEARNING OUTCOMES

The course aims to make participants able to communicate effectively and to organize clear and exhaustive presentations, also through the use of advanced technological tools.

Through the course, we intend to "test" the participants, placing them in the same stressful conditions in which they would find themselves having to make a presentation to a qualified audience, with particular attention to understanding and action, typical of a professional actor who holds a managerial role.

The importance of the topic derives from the scarce impact that often also have the best results, since all the presenter's ability is concentrated in the content: in this way a large part of the message is usually lost, due to the inability to use buy- in audience.

It is possible to considerably increase one's own effectiveness, learning specific techniques, even simple ones of effective communication.

METHODOLOGY

The method used is a participant-centered-learning one, i.e. the immediate involvement of the participants, who "must" try to operate the techniques proposed by the teachers.

To this end, the frontal teaching phases are reduced to an absolute minimum, while interactive and trial phases are widely used. In particular, there will be video projections, slides preparation tutorials taking advantage of the most advanced techniques offered by instruments such as power points, to an audience, synthesis exercises, role-plays, public speaking tests, video recording of behaviors real participants, continuous debrief phases.

The scheme is: explanation of the technique-participant's practical preparation-public presentation-debrief of teachers and colleagues.

ASSESSMENT

The final exam is a written and oral exam. The final exam is a case presentation analysis.

The final grading is based on:

1. Class activity and participation (10%)

2. Final exam – Written Presentation (45%)
3. Final exam – Oral Presentation (45%)

OUTLINE

1. Managerial communication, far from the normal one
2. Preparation of the communication
3. Management of the meeting
4. Managerial presentation
5. The storyline
6. The message
7. The structure
8. The slides
9. Public speaking