

## Written submission – example

### FICTIONAL STREAM: EFFECTIVE PRESENTATIONS

Imperial graduates will take impressive technical qualifications into the workforce, to have impact on society, knowledge and the future. To operate at a level befitting the quality of their qualifications, graduates need to be able to communicate with impact, achieving more than the mere transmission of data but communicating at a deeper level to shape the response to the communication. Great responsibility comes with the ability to persuade others, and this stream recognises attributes which enable proficient communication (what and how) and societal responsibility (what and why).

### FICTIONAL ATTRIBUTES:

1. Awareness of audience needs: Effective presenters are audience-focused instead of information-centric, and consider the audience's context including why the audience is present, the range of audience wants/ needs/priorities, and their range of likely responses. Critically, effective presenters know what impact they wish to have on the audience beyond the presentation.
2. Uses effective presentation tools: effective presenters do not merely display information but explain it, using strategies tailored to their audience. Strategies and tools can include rhetoric, argument/ counterargument, evidence and also visual, verbal, aural, digital or other modes of delivery. An effective tool helps the presenter have their intended impact on the audience.
3. Ethically responsible: a presenter makes choices about what to present and what to omit, and how to present and how not to present. In these choices, the presenter must be careful to ensure the honesty and integrity of communication, whether controversial or not in its content.
4. Persuader mindset: an effective presenter seeks to have an impact (an effect) on the audience. A persuader mindset is required for a presenter to be able to identify what the effect should be and how to achieve it, and how to follow-up on an effective presentation

### FICTIONAL SHORT REFLECTIVE STATEMENT: SAM'S STATEMENT

My experience on the ICU Toilets-for-Us Project (T4Us: a sanitation project for rural India), made me rethink my approach to presentations and changed my practice. My claim to have the attributes of an Effective Presenter is evidenced by 3 key experiences which transformed my presentations strategy, impacting different audiences and me. Looking back, despite often presenting coursework, my three most transformative experiences as a presenter have been (1) as media officer for the T4Us project, (2) getting T4Us communications coaching and (3) talking to my personal tutor about this Award stream. As media officer, I needed my presentations to start changing people's minds; the training gave me know-how; but my reflective discussion with my PT truly helped me to shift my student focus from 'information' towards 'presentation', changing my strategy. With my tutor, I

debated the differences between teaching, presenting, proving, and information-dumping when we discussed “Persuader mindset” (attribute (d)). I realised that I’d never needed a “persuader mindset” when presenting coursework to teachers who already knew the topic. I’d merely collected relevant information, and won marks for information-gathering. The teachers were changing me with feedback, not me persuading them. In contrast, I definitely need a persuader mindset when I explain the Toilets-for-Us project to other people, to convert students into volunteers, potential funders into sponsors; and the public into supporters who realise that people are dying from cholera and suffering social harm in places without sanitation systems. My training increased my audience awareness (attribute (a)) and so now each audience gets a tailored presentation, instead of one fact-filled standard presentation. I believe that audiences talking to me after a presentation is evidence that I met their needs and persuaded them about our project’s potential. We now have an existing sponsor who increased their funding and we doubled our volunteer force from 5 to 11, a good impact from my shift from talker to persuader and my discussions with audiences are deeper now. My transformation into someone who “uses effective presentation tools” for attribute (b), occurred during T4Us communications training. Tough feedback from the trainer changed me from someone who loved powerpoint and pictures, into someone who now relies more on ‘conversation’ with my audience. I use rhetorical questions as hooks, I build up arguments using data instead of just showing data for the audience to interpret. I have pushed background knowledge to the background and brought forward my main points. I acknowledge, instead of hiding, any problems (the counter-arguments against our project) to show my audience that I anticipate their concerns. This impresses funders in particular, as it shows transparency on issues such as ‘westerners imposing solutions on India’ or our tiny project scale, which are the biggest counter-arguments we face and were issues I needed to address. In my discussion with my Personal Tutor, we really debated what the Imperial Award attribute of being “ethically responsible” would truly mean for my T4Us project. I thought it meant “do not plagiarise” but he thought it was wider. When I showed him my new presentation of T4Us, his reaction to those counter-arguments was that it hit the ethical issues head-on. Do we cause harm when 10 homes access get deep-pit toilets but we do not reach the neighbours 2km down the road? Are our claims grounded on facts, opinions or hopes? Do we make it clear to the audience? This is an aspect that I had not truly considered before looking at Imperial Award, so I am still developing my understanding but I am now consciously aware of trying to be ethically responsible as a presenter and not a ‘glib salesman’. I now make clarity about our tough issues the key to my ethical presenting. The communications training and the process of reflecting on what I do as a presenter has shifted my entire approach and I am now more ambitious for my presentation’s impact. I no longer give the entire history of the project, I shifted my focus to the audience, my

priority to the impacts of the presentation and I use more varied tools because my presentations are about persuading people to act. Although it would be nice to earn the Imperial Award, the real impact of my transformation into an effective presenter will be when I revisit the Indian village this summer, to see the impact of having persuaded more people to give more help, money and support to challenge this real-life problem and see the solution happen

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