



## *JWI 505: Business Communications and Executive Presence*

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### *Course Guide*

#### **MISSION**

No matter how great your ideas are, if you can't get your message across to others in a way that is clear, succinct, and inspiring, you will likely never realize your full potential in business and in life. This course will coach you in the proven tools and techniques used by Jack Welch and other business leaders that can help you build the communication skills needed to win.

#### **COURSE DESCRIPTION**

Your career and ability to lead depends on effective communication. Communication is a learned skill that everyone can improve. This course will teach you techniques, often reserved for high-potential executives, to advance your leadership presence, strategic communication, professional relationships, presentation performance, and workplace crisis management. You will sharpen your leadership communication with targeted learning, practice, and coaching. Additionally, you will have the opportunity to optimize your online presence through strategic updates to your LinkedIn profile and peer feedback.

#### **OUR APPROACH**

Throughout this course, you will learn effective communication techniques that are necessary to succeed in today's business environment. You will learn how to improve business communications such as writing effective emails, explore ways to sell your ideas through persuasive writing and learn how to manage a crisis within your organization. Additionally, you will practice presenting and learn the art of storytelling.

You will use a conferencing technology tool called Zoom, which is used by many corporations for communicating worldwide. Don't worry if you have not used Zoom before; we will walk you through it step by step. This is a tool that you will be using throughout your JWMI journey.

More importantly, you will cultivate your own Executive Presence using tools such as LinkedIn. Take advantage of this opportunity; your LinkedIn profile stays with you for your entire professional career! If you do not currently have a LinkedIn profile, we are here to help. By the end of the course, you will have a stellar Executive Presence on LinkedIn.

According to Jack, your Executive Presence is your fingerprint; it is what you leave behind when you leave the room. This is the course where you will learn to create your own unique fingerprint that will positively impact the trajectory of your career.

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To ensure that the course topics make sense and provide you with real tools you can use, we utilize three primary types of activities:

1. **Assignments:** these are designed to go beyond research and to provide you with actionable experiences. You will practice professional communication and effective demonstration of Executive Presence by giving two presentations. You will practice the art of persuasive writing by crafting an Executive Memo.
2. **Discussion Questions:** these are designed to help you explore key topics and concepts in both communication and Executive Presence, and to exchange information and ideas with your peers in the course.
3. **LinkedIn Presence Activities:** these provide an opportunity to cultivate your LinkedIn Presence and enhance your personal brand.

### INSTRUCTIONAL MATERIALS

#### Required Resources

- Gallo, C. (2014). *Talk Like Ted: The 9 Public-Speaking Secrets of the World's Top Minds*. New York: St. Martin's Griffin.
- Brown, L. (2019). *The Only Business Writing Book You'll Ever Need*. New York: W. W. Norton & Company.
- Welch, J. (2005). *Winning*. New York: Harper Collins.
- Welch, J. (2015). *The Real-Life MBA*. New York: Harper Collins. Cases and articles are provided within the course.

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#### **COURSE LEARNING OUTCOMES**

1. Demonstrate executive presence by communicating with authenticity, full presence, and integrity.
2. Employ strategic communication techniques to achieve desired outcomes.
3. Write clear and concise business communications that build connection, alignment, and understanding.
4. Apply interpersonal communication techniques to build strong professional relationships.
5. Develop and deliver engaging and effective professional presentations.
6. Develop persuasive communication strategies to achieve desired outcomes.
7. Develop strategies for managing crises at work with integrity, speed, and appropriate action.
8. Optimize online professional presence by strategically evaluating and enhancing your LinkedIn profile.
9. Identify and use information sources to research and think critically about business communications.

#### **CONTACT INFORMATION FOR PROBLEMS OR ISSUES**

- Have a **curriculum-related** question? Contact your instructor for assistance.
- Have a **technology-related** question? Contact JWMI Tech Support at (888) 596- 5964 x3 or [techsupport@jwmi.com](mailto:techsupport@jwmi.com).
- Have a **student services-related** question? Contact Student Services at (703) 561-2128 or [stusupport@jwmi.com](mailto:stusupport@jwmi.com).

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**Course Snapshot**

<b>Week</b>	<b>Topic</b>
1. Executive Presence (Part I)	To start off your learning journey in this course, you explore the key attributes that contribute to a strong executive presence. This understanding will support you as you develop your leadership communication skills throughout the course.
2. Interpersonal Communication	This week, you uncover methods for effective interpersonal communication that will help you build strong connections inside and outside your organization. You explore the art of focused listening and analyze the importance of nonverbal cues for both speakers and listeners.
3. Intercultural Communication	Leaders must know how to make their messages adaptable and understood by multiple listeners, including across cultures. This week, you explore how to recognize intercultural distinctions and adjust your communications to be more inclusive. You also complete Assignment 1, examining your own values and executive presence.
4. Team Communication	With a stronger grasp of effective one-on-one communication, you now turn to communicating with your closest group of colleagues – your team. This week, you learn how to enhance group cohesion with your messages, as well as how to run the most effective meetings.
5. Crisis Communication	All leaders face crises in their businesses at some point. The right type of communication with employees, stakeholders, and the public can make all the difference in a dire situation. This week, you explore techniques for communicating effectively in crisis situations. You also study relevant real-world cases.
6. Strategic Communication	To accomplish your goals alongside your colleagues, you must create a comprehensive communication strategy. This week, you learn the main components of effective strategic communication, including establishing your objective and choosing the right means of delivery. You also complete Assignment 2, a crisis analysis and response.
7. The Art of Persuasion	Leaders must inspire and persuade people. They must build consensus in support of their vision. This week, you learn how to use persuasive appeals to make an impact on your listeners and achieve your desired outcomes and goals.

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8. Presentation and Delivery	Leadership roles require you to be a confident and engaging presenter. This week, you learn techniques that will improve your presentation skills. You focus on crafting effective presentation tools, such as effective graphics. You also focus on delivery elements, including voice, expressiveness, and body language.
9. Digital and Social Media	This week, you learn how to use your online presence to develop and amplify your leadership skills. You determine what social media tools to use to accomplish your goals, as well as how to avoid your most common online pitfalls. You also apply your learning in Assignment 3, where you design and deliver a persuasive presentation on a topic related to your workplace or industry.
10. Executive Presence (Part II)	In the final week of the course, you return to the topic of executive presence. You identify and discuss some key principles from your learning in the course, and make plans to incorporate some of the executive presence traits you have studied into your leadership style.



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### WEEKLY COURSE SCHEDULE

This 4.5 credit-hour Masters-level course is designed with the goal of having each student spend 10-15 hours (13.5 hours on average) in weekly work. This includes preparation, activities, discussions, and assignments; live or online; individual or in groups.

Week	Preparation, Activities, and Evaluation
1	<p><b>EXECUTIVE PRESENCE (PART I)</b></p> <p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Explore the benefits of a strong executive presence</li> <li>• Understand the key components of executive presence</li> <li>• Develop more awareness of your own leadership values</li> </ul> <p><b>Weekly Materials &amp; Readings</b></p> <ul style="list-style-type: none"> <li>• Week 1 Lecture Notes</li> <li>• Gallo, Chapter 1: Unleash the Master Within</li> <li>• Brown, Introduction <i>and</i> What Kind of Writer Are You? pp. 1-8</li> <li>• Additional resources in the Weekly Materials module in Blackboard</li> </ul> <p><b>Activities</b></p> <ul style="list-style-type: none"> <li>• Watch EOP Videos</li> <li>• Discussion: <i>Introduce Yourself</i></li> <li>• Create a Zoom account</li> <li>• Review Item: <i>Why Do I Need a LinkedIn Presence?</i></li> </ul> <p><b>Assignments</b></p> <ul style="list-style-type: none"> <li>• None</li> </ul>

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Week	Preparation, Activities, and Evaluation
2	<p data-bbox="321 489 789 516"><b>INTERPERSONAL COMMUNICATION</b></p> <p data-bbox="321 596 571 623"><b>Learning Outcomes</b></p> <ul data-bbox="350 667 1243 772" style="list-style-type: none"><li>• Identify techniques to engage others and inspire action</li><li>• Demonstrate vulnerability and empathy to build connections and trust</li><li>• Discuss techniques for handling a difficult conversation in the workplace</li></ul> <p data-bbox="315 837 712 865"><b>Weekly Materials and Readings</b></p> <ul data-bbox="350 909 1183 1050" style="list-style-type: none"><li>• Week 2 Lecture Notes</li><li>• Gallo, Chapter 2: Master the Art of Storytelling</li><li>• Brown, Steps 1 and 2, pp. 9-39</li><li>• Additional resources in the Weekly Materials module in Blackboard</li></ul> <p data-bbox="321 1152 440 1180"><b>Activities</b></p> <ul data-bbox="350 1224 862 1329" style="list-style-type: none"><li>• Watch EOP Videos</li><li>• Discussion: <i>Difficult Conversations</i></li><li>• LinkedIn Presence: <i>Your Profile Picture</i></li></ul> <p data-bbox="321 1394 488 1421"><b>Assignments</b></p> <ul data-bbox="350 1465 464 1493" style="list-style-type: none"><li>• None</li></ul>

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Week	Preparation, Activities, and Evaluation
3	<p data-bbox="310 489 773 516"><b>INTERCULTURAL COMMUNICATION</b></p> <p data-bbox="310 594 558 621"><b>Learning Outcomes</b></p> <ul data-bbox="337 667 1218 768" style="list-style-type: none"><li>• Assess the influence of culture on the messages we send and receive</li><li>• Identify the major barriers to communicating across cultures</li><li>• Explore ideas to become more culturally fluent in your communications</li></ul> <p data-bbox="310 846 704 873"><b>Weekly Materials and Readings</b></p> <ul data-bbox="337 919 1170 1094" style="list-style-type: none"><li>• Week 3 Lecture Notes</li><li>• Brown:<ul data-bbox="435 989 902 1056" style="list-style-type: none"><li>○ Writing for Global Teams, pp. 34-35</li><li>○ Steps 3 and 4, pp. 40-67</li></ul></li><li>• Additional resources in the Weekly Materials module in Blackboard</li></ul> <p data-bbox="310 1167 428 1194"><b>Activities</b></p> <ul data-bbox="337 1241 821 1268" style="list-style-type: none"><li>• Discussion: <i>Working Across Cultures</i></li></ul> <p data-bbox="310 1331 477 1358"><b>Assignments</b></p> <ul data-bbox="337 1404 1256 1463" style="list-style-type: none"><li>• Assignment 1: Your Leadership Values, Executive Presence, and Winning (Weight: 10%)</li></ul>

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Week	Preparation, Activities, and Evaluation
4	<p data-bbox="318 527 631 552"><b>TEAM COMMUNICATION</b></p> <p data-bbox="318 632 566 657"><b>Learning Outcomes</b></p> <ul data-bbox="347 705 1308 806" style="list-style-type: none"><li>• Learn how to recognize and manage unhealthy conflict among team members</li><li>• Uncover the steps to holding your most productive meetings</li><li>• Learn how to engage your teammates and maintain a spirit of collaboration</li></ul> <p data-bbox="318 884 711 909"><b>Weekly Materials and Readings</b></p> <ul data-bbox="347 957 1179 1094" style="list-style-type: none"><li>• Week 4 Lecture Notes</li><li>• Gallo, Chapter 3: Have a Conversation</li><li>• Brown, Steps 5 and 6, pp. 68-85</li><li>• Additional resources in the Weekly Materials module in Blackboard</li></ul> <p data-bbox="318 1205 435 1230"><b>Activities</b></p> <ul data-bbox="347 1278 987 1341" style="list-style-type: none"><li>• Discussion: <i>Leading Your Team</i></li><li>• LinkedIn Presence: <i>Enhance Your LinkedIn Profile</i></li></ul> <p data-bbox="318 1413 483 1438"><b>Assignments</b></p> <ul data-bbox="347 1486 456 1512" style="list-style-type: none"><li>• None</li></ul>

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Week	Preparation, Activities, and Evaluation
5	<p data-bbox="310 449 638 478"><b>CRISIS COMMUNICATION</b></p> <p data-bbox="310 554 558 583"><b>Learning Outcomes</b></p> <ul data-bbox="337 627 1422 730" style="list-style-type: none"><li>• Identify techniques for communicating effectively in crisis situations</li><li>• Understand how Jack’s principles help leaders shift to active, response-oriented thinking</li><li>• Assess the resources leaders need to have available when crises arise</li></ul> <p data-bbox="310 806 704 835"><b>Weekly Materials and Readings</b></p> <ul data-bbox="337 879 1304 1018" style="list-style-type: none"><li>• Week 5 Lecture Notes</li><li>• Brown, Apologies, pp. 141-143</li><li>• <i>The Real-Life MBA</i>, Chapter 7: Crisis Management: Welcome to the Coliseum</li><li>• Additional resources in the Weekly Materials module in Blackboard</li></ul> <p data-bbox="310 1129 428 1159"><b>Activities</b></p> <ul data-bbox="337 1203 834 1341" style="list-style-type: none"><li>• Watch EOP Videos</li><li>• Explore the library page for JWI 505</li><li>• Discussion: <i>Tackling a Crisis Head-on</i></li><li>• LinkedIn Presence: <i>Words Matter</i></li></ul> <p data-bbox="310 1409 477 1438"><b>Assignments</b></p> <ul data-bbox="337 1482 451 1512" style="list-style-type: none"><li>• None</li></ul>

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Week	Preparation, Activities, and Evaluation
6	<p data-bbox="318 457 711 485"><b>STRATEGIC COMMUNICATION</b></p> <p data-bbox="318 562 565 590"><b>Learning Outcomes</b></p> <ul data-bbox="347 636 1211 737" style="list-style-type: none"><li>• Understand the importance of communicating with intent and purpose</li><li>• Learn about the five key components of strategic communication</li><li>• Identify techniques for crafting a strong communication strategy</li></ul> <p data-bbox="318 814 711 842"><b>Weekly Materials and Readings</b></p> <ul data-bbox="347 888 1179 1094" style="list-style-type: none"><li>• Week 6 Lecture Notes</li><li>• Gallo, Chapter 7: Stick to the 18-Minute Rule</li><li>• Brown,<ul data-bbox="444 993 902 1056" style="list-style-type: none"><li>◦ Step 7, pp. 86-95</li><li>◦ The Checklist in Action, pp. 97-105</li></ul></li><li>• Additional resources in the Weekly Materials module in Blackboard</li></ul> <p data-bbox="318 1171 435 1199"><b>Activities</b></p> <ul data-bbox="347 1245 854 1346" style="list-style-type: none"><li>• Watch EOP Videos</li><li>• Explore the library page for JWI 505</li><li>• Discussion: <i>Communicating Bad News</i></li></ul> <p data-bbox="318 1444 483 1472"><b>Assignments</b></p> <ul data-bbox="347 1518 789 1581" style="list-style-type: none"><li>• Assignment 2: Navigating a Crisis (Weight: 25%)</li></ul>

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Week	Preparation, Activities, and Evaluation
7	<p data-bbox="310 485 651 512"><b>THE ART OF PERSUASION</b></p> <p data-bbox="310 558 558 585"><b>Learning Outcomes</b></p> <ul data-bbox="339 627 1273 726" style="list-style-type: none"><li>• Develop persuasive communication strategies to achieve desired outcomes</li><li>• Learn how to create a “hook” and deliver a compelling elevator pitch</li><li>• Explore how the art of storytelling can be a strength for you as a leader</li></ul> <p data-bbox="310 835 704 863"><b>Weekly Materials and Readings</b></p> <ul data-bbox="339 909 1170 1008" style="list-style-type: none"><li>• Week 7 Lecture Notes</li><li>• Gallo, Chapter 4: Teach Me Something New</li><li>• Additional resources in the Weekly Materials module in Blackboard</li></ul> <p data-bbox="310 1117 428 1144"><b>Activities</b></p> <ul data-bbox="339 1190 797 1253" style="list-style-type: none"><li>• Discussion: <i>Winning Buy-in</i></li><li>• LinkedIn Presence: <i>Your Summary</i></li></ul> <p data-bbox="310 1362 477 1390"><b>Assignments</b></p> <ul data-bbox="339 1436 451 1463" style="list-style-type: none"><li>• None</li></ul>

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Week	Preparation, Activities, and Evaluation
8	<p data-bbox="310 453 724 485"><b>PRESENTATION AND DELIVERY</b></p> <p data-bbox="310 522 558 554"><b>Learning Outcomes</b></p> <ul data-bbox="337 596 1284 699" style="list-style-type: none"><li>• Examine techniques to engage and hold audience attention</li><li>• Explore approaches to presenting that will help you establish credibility</li><li>• Gain confidence in your ability to present through discussion with your peers</li></ul> <p data-bbox="310 772 704 804"><b>Weekly Materials and Readings</b></p> <ul data-bbox="337 846 1240 1056" style="list-style-type: none"><li>• Week 8 Lecture Notes</li><li>• Gallo,<ul data-bbox="435 919 1240 982" style="list-style-type: none"><li>◦ Chapter 5: Deliver Jaw-Dropping Moments</li><li>◦ Chapter 8: Paint a Mental Picture with Multisensory Experiences</li></ul></li><li>• Brown, Presentations, pp. 120-130</li><li>• Additional resources in the Weekly Materials module in Blackboard</li></ul> <p data-bbox="310 1129 428 1161"><b>Activities</b></p> <ul data-bbox="337 1203 951 1308" style="list-style-type: none"><li>• Watch EOP Videos</li><li>• Discussion: <i>Presentation Preparation</i></li><li>• LinkedIn Presence: <i>Request Recommendations</i></li></ul> <p data-bbox="310 1402 477 1434"><b>Assignments</b></p> <ul data-bbox="337 1444 451 1476" style="list-style-type: none"><li>• None</li></ul>

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Week	Preparation, Activities, and Evaluation
9	<p data-bbox="337 489 708 516"><b>DIGITAL AND SOCIAL MEDIA</b></p> <p data-bbox="337 562 581 590"><b>Learning Outcomes</b></p> <ul data-bbox="363 632 1230 737" style="list-style-type: none"><li>• Examine the components of a digital engagement policy</li><li>• Apply strategic communication precepts to enhance your online brand</li><li>• Determine how to use social media for a professional online presence</li></ul> <p data-bbox="337 810 727 837"><b>Weekly Materials and Readings</b></p> <ul data-bbox="363 884 1195 989" style="list-style-type: none"><li>• Week 9 Lecture Notes</li><li>• Brown, Promoting Your Business and Yourself, pp. 143-155</li><li>• Additional resources in the Weekly Materials module in Blackboard</li></ul> <p data-bbox="337 1083 451 1110"><b>Activities</b></p> <ul data-bbox="363 1157 748 1220" style="list-style-type: none"><li>• Watch EOP Videos</li><li>• Discussion: <i>Online Presence</i></li></ul> <p data-bbox="337 1335 500 1362"><b>Assignments</b></p> <ul data-bbox="363 1409 1117 1472" style="list-style-type: none"><li>• Assignment 3: Persuasive Presentation Design and Delivery (Weight: 25%)</li></ul>

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Week	Preparation, Activities, and Evaluation
<p style="text-align: center;"><b>10</b></p>	<p><b>EXECUTIVE PRESENCE (PART II)</b></p> <p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Understand how being present and attentive enhances your executive presence</li> <li>• Explore the connection between confidence and effective communication</li> <li>• Make a plan to keep improving your communication skills and executive presence</li> </ul> <p><b>Weekly Materials and Readings</b></p> <ul style="list-style-type: none"> <li>• Week 10 Lecture Notes</li> <li>• Additional resources in the Weekly Materials module in Blackboard</li> </ul> <p><b>Activities</b></p> <ul style="list-style-type: none"> <li>• Watch EOP Videos</li> <li>• Discussion: <i>Executive Presence and Communication Skills</i></li> <li>• LinkedIn Presence: <i>Final LinkedIn Profile</i></li> </ul> <p><b>Assignments</b></p> <ul style="list-style-type: none"> <li>• None</li> </ul>
<p style="text-align: center;"><b>11</b></p>	<p><b>Activities</b></p> <ul style="list-style-type: none"> <li>• Learning Journal</li> </ul>

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#### **GRADING SCALE – GRADUATE**

<b>Assignment</b>	<b>% of Grade</b>
Assignment 1: Your Leadership Values, Executive Presence, and Winning	10%
Assignment 2: Navigating a Crisis	25%
Assignment 3: Persuasive Presentation Design and Delivery	25%
LinkedIn: Optimize Your Professional Online Presence	10%
Discussion Questions	30%
<b>Total</b>	<b>100%</b>

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### **LinkedIn: Optimize Your Professional Online Presence**

#### **6 Weekly Activities (Weight 10%)**

Do you have a LinkedIn account? You should.

LinkedIn is the most widely used social networking tool for business professionals. It allows those in business to connect, share ideas, learn about each other, and identify opportunities. It will help you extend your brand and your professional presence beyond your immediate contacts. It will also allow you to frame and present your professional accomplishments and goals to the online world.

In this course, there are 6 activities to help you refine your online presence. These activities are often tied directly to the weekly topics. You will make targeted updates to your LinkedIn profile and receive and provide valuable feedback in a peer-led Discussion area.

<b>Week</b>	<b>Activity</b>
2	Your Profile Picture
4	Enhance your LinkedIn Profile
5	Words Matter
7	Your Summary
8	Request Recommendations
10	Final LinkedIn Profile

These 6 activities are graded on a Pass or Fail basis. Participation is required. In these activities, as in life more broadly, you will get out of the activity what you put into it. If you do not yet have a LinkedIn profile, build your profile using the 6 activities as your guide.

<b>Pass</b>	<b>Fail</b>
Participated in the LinkedIn activities	Did not participate in the LinkedIn activities

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### **Assignment 1: Your Leadership Values, Executive Presence, and Winning** **Due Week 3, Sunday (Weight 10%)**

JWMI is the place where leaders are made. You are here to transform your life, lead teams to success, and grow your organization. As a leader, speaking candidly about your leadership values and communication strengths, while being present and authentic will help you to build connections and to establish relationships of trust.

For this assignment, you will apply the key concepts from Weeks 1- 3 to deliver a video message on your leadership values, executive presence, or what winning means to you. The video message will provide an opportunity for you to practice your executive presence and interpersonal communication skills.

This should be a video of just you. No PowerPoint or other props are needed. Your communication should be clear with main points that are simple and easy to recall. Embrace a tone that is professional, reflecting your leadership values and passionate purpose.

#### **Instructions:**

Create a short video, using Zoom, addressing **one** of the three prompts below. Your video should last 1 to 3 minutes, but no longer than 3 minutes. Use your interpersonal communication skills and speak with executive presence. See the Best Practices below to guide you in achieving this. Once you have prepared your video message and practiced delivering it a few times, you will record your presentation, using Zoom.

Choose **ONE** of the three topics below:

- A. Identify 1-3 leadership values that are most important to you. Explain the reasons for their importance, using the below questions as a guide:
  - a. Why are these values important to you?
  - b. As a leader, why are these values essential for effective communication?
  - c. How do these values impact/support your executive presence?
  
- B. Discuss a business leader (other than Jack Welch) who exhibits executive presence.
  - a. In what ways does this leader exhibit executive presence?
  - b. What aspects of his or her executive presence appeal to you? Why?
  - c. How does your leadership style compare to this leader's?

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## JWI 505: Business Communications and Executive Presence Course Guide

- C. Jack defines winning as, "Growing yourself, your organization, and your teams." Describe what winning means for you.
- What does winning look like for you?
  - Why is it important to you?
  - How do your leadership values support winning for you?

### **Best Practices for Executive Presence and Strategic Communication:**

Remember to focus on utilizing and exhibiting the following:

- ✓ Speak directly to the camera
- ✓ State your intent and purpose at the onset
- ✓ Speak confidently, expressively, with passionate purpose and energy
- ✓ Be authentic and fully present in an engaging manner
- ✓ Build a connection with your audience
- ✓ Your communication must be organized, flow logically, and use "beginnings and endings"
- ✓ Introduce yourself at the beginning and thank your audience for listening at the end

Aside from having strong content, your appearance must demonstrate professionalism in the following ways:

- ✓ Exude your Executive Presence by looking professional (business casual or business attire)
- ✓ Make sure your background is free from clutter; you do not want to distract your audience
- ✓ Make sure your surroundings are quiet (no children, animals, cars, or other background noise)

### **Suggestions for Recording your Video:**

- Practice speaking your message out loud several times before you record it
- If it feels comfortable, practice with a trusted colleague, friend, or family member, asking for feedback on your vocal and physical presence, and the effect your message had on them
- To get the best results with Zoom, please work on a computer rather than a Chromebook, mobile device, or iPad

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# JWI 505: Business Communications and Executive Presence

## Course Guide

### Assignment 1: Rubric

Weight: 10%	Assignment 1: Your Leadership Values, Executive Presence, and Winning				
Criteria	Unsatisfactory	Low Pass	Pass	High Pass	Honors
<p><b>1. Address ONE of the following three prompts.</b></p> <p>Weight: 30%</p>					
<p><b>A. Identify 1-3 personal leadership values and explain the reasons for their importance.</b></p>	Student does not or unsatisfactorily identifies 1-3 personal leadership values and does not explain the reasons for their importance.	Student partially identifies 1-3 personal leadership values or partially explains the reasons for their importance.	Student identifies 1-3 personal leadership values and satisfactorily explains the reasons for their importance.	Student identifies 1-3 personal leadership values and fully explains the reasons for their importance.	Student identifies 1-3 personal leadership values and exemplarily explains the reasons for their importance.
<p><b>B. Discuss a business leader who exhibits executive presence and compare this business leader's style to your leadership style.</b></p>	Does not or unsatisfactorily explain how the business leader exhibits executive presence, or does not compare the business leader's style to your leadership style.	Partially explains how the business leader exhibits executive presence, or partially compares the business leader's style to your leadership style.	Satisfactorily explains how the business leader exhibits executive presence, and clearly compares the business leader's style to your leadership style.	Explains clearly and succinctly how the business leader exhibits executive presence, and provides a good comparison of the business leader's style and your leadership style.	Explains in an exemplary manner how the business leader exhibits executive presence, and provides an excellent comparison of the business leader's style and your leadership style.
<p><b>C. Describe what winning means to you, and explain how your leadership values support winning for you.</b></p>	Does not describe what winning means to you, or does not explain how your leadership values support winning for you.	Partially describes what winning means to you, or partially explains how your leadership values support winning for you.	Satisfactorily describes what winning means to you, and explains well how your leadership values support winning for you.	Completely describes what winning means to you, and explains very clearly and succinctly how your leadership values support winning for you.	Describes in an exemplary manner what winning means to you, and explains excellently how your leadership values support winning for you.

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**JWI 505: Business Communications and Executive Presence**  
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Weight: 10%	Assignment 1: Your Leadership Values, Executive Presence, and Winning				
Criteria	Unsatisfactory	Low Pass	Pass	High Pass	Honors
<p>2. The student communicates confidently and strategically, building a good connection with the audience. They display a strong executive presence.</p> <p>Weight: 30%</p>	Does not communicate confidently and with executive presence, and does not build a good connection with the audience.	Partially communicates confidently and with executive presence, and builds a partial connection with the audience.	Communicates fairly confidently and with executive presence, and builds a good connection with the audience.	Communicates very confidently and with executive presence, and builds a very good connection with the audience.	Communicates extremely confidently and with executive presence, and builds an excellent connection with the audience.
<p>3. The video, which is filmed in Zoom, has a professional look and feel, with appropriate attire and a quiet, uncluttered setting. At least one audience member is present.</p> <p>Weight: 30%</p>	The video does not have a professional look and feel. It lacks appropriate attire and/or a quiet, uncluttered setting. There is no audience member present.	The video has a partially professional look and feel, with appropriate attire and a reasonably quiet, uncluttered setting. An audience member may be present.	The video has a satisfactorily professional look and feel, with appropriate attire and a quiet, uncluttered setting. An audience member is present.	The video has a good and effective professional look and feel, with appropriate attire and a quiet, uncluttered setting. An audience member is present.	The video has an exemplary and very professional look and feel, with appropriate attire and a quiet, uncluttered setting. An audience member is present.
<p>4. The video adheres to the 1 to 3 minute time limit.</p> <p>Weight: 10%</p>	The video is over the 3 minute time limit by more than 2 minutes.	The video is over the 3 minute time limit, but by no more than 2 minutes.	The video is over the 3 minute time limit by no more than 1 minute.	The video is over the 3 minute time limit by no more than 30 seconds.	The video adheres to the 1 to 3 minute time limit.

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## JWI 505: Business Communications and Executive Presence Course Guide

### Assignment 2: Navigating a Crisis

#### Due Week 6, Sunday (Weight: 25%)

As a leader, you will face multiple crises. While you will easily weather many bad situations, there will be some that will seriously threaten your company and your reputation. How you respond to crises will determine your fate. You must use all appropriate communication tools to emerge victorious. In your course materials, Jack lists five principles for managing a crisis:

1. Assume the worst.
2. There are no secrets.
3. Your crisis management will not be portrayed favorably.
4. Your organization will undergo changes.
5. Your organization will come out of the crisis stronger.

Additionally, Warren Buffett reminds us of four simple steps:

1. Get it *right*.
2. Get it *fast*.
3. Get it *out*.
4. Get it *over*.

For this assignment, you will apply key concepts from your materials – especially from Jack and Warren – to respond to a predicament in two ways. First, you will write a brief analysis of a company that recently underwent a crisis. You will discuss what crisis the company faced, how the company responded, and whether the company's response was successful. Second, you will then write an internal memo from the perspective of a leader within that company. This memo will be addressed to your team members, and it will communicate information about the crisis and your response.

#### Instructions:

- Review your materials from Weeks 4, 5, and 6.
- Review *The Wall Street Journal* article you found for your Week 5 Discussion Question and review your posting. Use these materials and any additional resources you have found on your crisis of choice to write a 2-3 page paper. Use the outline below to structure your paper:
  1. Describe the crisis faced by your chosen company (1 paragraph)
  2. Summarize how the company responded to the crisis (1 paragraph)
  3. Use Jack or Warren's advice to evaluate how effective the company's response was (1-2

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paragraphs)

4. Provide a strategic overview of your internal email. Explain what exactly you hope your email accomplishes (1-2 paragraphs)
- Imagine you are a leader in your chosen company. In a 1-2 page internal memo to your team members, explain how you personally would respond to your crisis. Make sure you cover the following:
    1. The nature of the crisis
    2. How the company – and you – are responding to the situation
    3. What steps your team members should take, or what they should expect to do differently

### Professional Formatting Requirements:

Your assignment should follow these formatting requirements:

- Your paper should be typed, double spaced, with a blank line between paragraphs, using a professional font (size 10-12).
- Your paper should include headings and subheadings (to identify main topics and subtopics), with one-inch margins on all sides.
- Your paper should include a cover page containing the title of the assignment, your name, the professor's name, the course title, and the date.
- Application of course material or other resources is needed. References and in-text citations must be included and provide appropriate information that enables the reader to locate the original source. Use the **Writing Standards Guide in Course Documents** to guide you in the formatting of your citations.
- The length of 2 to 3 pages does not include your cover page or your references page.
- Begin your 1 to 2 page internal memo with the following headings aligned to the left:
  - TO: *Fill in your team's name* (e.g., Sales Department, Accounting Team)
  - FROM: *Fill in your name*
  - DATE: *Fill in the due date*
  - RE: *Insert an appropriate subject line here*

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# JWI 505: Business Communications and Executive Presence

## Course Guide

### Assignment 2: Rubric

Weight: 25%	Assignment 2: Navigating a Crisis				
Criteria	Unsatisfactory	Low Pass	Pass	High Pass	Honors
<p>1. Summarize both the crisis your chosen company faced and its response.</p> <p>Weight: 15%</p>	Does not or unsatisfactorily summarizes either the crisis or your company's response.	Partially summarizes the crisis and your company's response.	Satisfactorily summarizes both the crisis and your company's response.	Summarizes both the crisis and your company's response very well.	Provides an exemplarily detailed and insightful summary of both the crisis and your company's response.
<p>2. Assess the effectiveness of your chosen company's crisis response.</p> <p>Weight: 15%</p>	Does not or unsatisfactorily assesses how effective the company's crisis response was.	Assesses the effectiveness of the company's crisis response, but in vague and generic terms.	Satisfactorily assesses how effective the company's crisis response was.	Assesses the effectiveness of the company's crisis response very well.	Provides an excellent assessment of how effective the company's crisis response was.
<p>3. Provide an overview explaining your approach to crafting your internal memo.</p> <p>Weight: 10%</p>	Does not or unsatisfactorily explains the student's approach to crafting their internal memo.	Explains the student's approach to crafting their internal memo, but in vague terms without details.	Satisfactorily explains the student's approach to crafting their internal memo.	Explains the student's approach to crafting their internal memo very well.	Provides a strong and comprehensive explanation of the student's approach to crafting their internal memo.
<p>4. Craft a crisis response memo to your team members from your chosen company.</p> <p>Weight: 30%</p>	Does not or unsatisfactorily crafts a crisis response memo. Does not explain the crisis, a response, or takeaways for the message's recipients.	Crafts a crisis response memo that partially explains the crisis, a response, and takeaways for the message's recipients.	Satisfactorily crafts a crisis response memo that explains the crisis, a response, and takeaways for the message's recipients.	Crafts a complete crisis response memo that explains the crisis, a response, and takeaways for the message's recipients.	Crafts an exceptional crisis response memo that comprehensively explains the crisis, a response, and takeaways for the message's recipients.
<p>5. Link your crisis response memo to your overview in your paper.</p> <p>Weight: 10%</p>	Does not or unsatisfactorily links the crisis response memo to the overview laid out in the paper.	Partially but incompletely links the crisis response memo to the overview laid out in the paper.	Satisfactorily links the crisis response memo to the overview laid out in the paper.	Completely links the crisis response memo to the overview laid out in the paper.	Exemplarily links the crisis response memo to the overview laid out in the paper.

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Weight: 25%	Assignment 2: Navigating a Crisis				
Criteria	Unsatisfactory	Low Pass	Pass	High Pass	Honors
<p>6. Both the 2-3 page paper and 1-2 page internal memo are well written and succinct, using formal business language.</p> <p>Both parts are professionally formatted and free from grammar and spelling errors.</p> <p>Your paper includes in-text citations and references that enable the reader to identify sources.</p> <p>Weight: 20%</p>	<p>The paper and memo are poorly written and do not use formal business language.</p> <p>Both parts are poorly formatted and/or there are many grammar and spelling errors.</p> <p>References are not included in a manner that enables the reader to identify sources.</p>	<p>The paper and memo are adequately written and make some use of formal business language.</p> <p>One or both parts are poorly formatted in places and/or there are some grammar and spelling errors.</p> <p>References may not be included in a manner that enables the reader to identify sources.</p>	<p>The paper and memo are satisfactorily written, clear, and make adequate use of formal business language.</p> <p>Both parts are satisfactorily formatted and there are few grammar and spelling errors.</p> <p>References are included in a manner that enables the reader to identify sources.</p>	<p>The paper and memo are very well written, succinct, and make good use of formal business language.</p> <p>Both parts are well formatted and there are minimal grammar and spelling errors.</p> <p>References are included in a manner that enables the reader to identify sources.</p>	<p>The paper and memo are exceptionally well written, succinct, and make excellent use of formal business language.</p> <p>Both parts are very well formatted and there are no grammar or spelling errors.</p> <p>References are included in a manner that enables the reader to identify sources.</p>

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## JWI 505: Business Communications and Executive Presence Course Guide

### **Assignment 3: Persuasive Presentation Design and Delivery**

**Due Week 9, Sunday (Weight: 25%)**

*"The art of communication is the language of leadership."* James Humes

For this assignment, you will apply the practices of planning, creating, and delivering an impactful professional presentation. Identify an important topic for your role, company, or industry. The topic should be something you care about, and something you want to persuade your listeners to do something about. For example, you may want to:

- Address your company's executive leadership team about relaxing your office dress code
- Persuade your department head to reconsider their remote work policy
- Convince your boss that you deserve a promotion to your company's leadership team

Think carefully about how to define the major objectives of your presentation, so that you can design and deliver your presentation with those objectives clearly in mind.

### **Instructions**

Follow the steps below to prepare your slide deck and create your video presentation in Zoom:

1. Prepare a PowerPoint presentation slide deck for a topic of your choice, related to your workplace or career interests. It should be designed to persuade your listeners to act on your words. It is recommended that your slide deck contain no more than 12 slides, including a cover slide and a references slide if needed.
2. Apply slide design best practices: use brief slide headings and minimal text, include images and/or charts, and format your slides professionally
3. Deliver a presentation with a time limit of 6 to 8 minutes, using Zoom. The video must include both you and your slides. The main focus is you, the speaker, with the slides providing support for your ideas and overall message.
4. Be sure to utilize and to exhibit all the presentation and video best practices listed below.

**Note:** See your Blackboard course for instructions on using Zoom.

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## *JWI 505: Business Communications and Executive Presence*

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### *Course Guide*

#### **Presentation and Video Best Practices**

- ✓ Include a PowerPoint cover page containing the title of the assignment, the student name, the professor's name, the course title, and the date.
- ✓ Slide deck is well structured, with informative slide titles, a logical order of topics, and effective opening and closing slides. It uses minimal text, includes illustrative images and/or charts, and employs consistent formatting.
- ✓ Speaker states clear objectives at the beginning and closes with an appropriate proposal, call to action, or other indication of next steps
- ✓ Presentation delivery is targeted and succinct, with a clear flow of ideas and a persuasive impact.
- ✓ Speaker has a confident and engaging manner, strong executive presence, and a professional appearance. They exhibit energy and a passionate sense of purpose.
- ✓ The video is recorded in a neutral, quiet setting that does not distract the audience. Both the setting and the presenter's appearance are businesslike and professional.

#### **Assessment Criteria**

Your video assignment will be assessed using the below criteria:

- a. Slide deck is clear and well structured, using design best practices. It serves as an effective visual aid to support the presenter's objectives. If research was completed, a references slide is included at the end, using the formatting in the **Writing Standards Guide** located in **Course Documents**.
- b. Presenter delivers an impactful opening statement that expresses clear objectives and uses a hook to engage the audience.
- c. Speaker communicates ideas in a targeted and succinct manner. They establish a strong connection with the audience and achieve a persuasive impact that supports the objectives.
- d. Speaker delivers an engaging presentation, exhibiting a strong executive presence, an authentic tone, energy, and a passionate sense of purpose.
- e. The video, recorded in Zoom, has a professional look and feel (i.e., appropriate business attire; effective distance to computer and angle; a setting with neutral, non-distracting surroundings).
- f. Video shows both the presenter and slide deck, and it adheres to the 6-8 minute time limit.

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## JWI 505: Business Communications and Executive Presence Course Guide

### Assignment 3: Rubric

Weight: 25%	Assignment 3: Presentation Design and Delivery				
Criteria	Unsatisfactory	Low Pass	Pass	High Pass	Honors
<p>1. Slide deck is well structured, follows design best practices, and supports the presenter's objectives.</p> <p>Weight: 20%</p>	The slide deck is not well structured and does not follow design best practices. It does not support the presenter's objectives.	The slide deck is adequately well structured and follows some but not all of the design best practices. It provides limited support for the presenter's objectives.	The slide deck is satisfactorily well structured and follows most of the design best practices. It provides good support for the presenter's objectives.	The slide deck is well structured and follows design best practices fully. It provides strong, targeted support for the presenter's objectives.	The slide deck is excellently structured and follows design best practices very well. It provides exemplary support for the presenter's objectives.
<p>2. Defines clear objectives and delivers a strong opening statement with a hook to engage the audience.</p> <p>Weight: 20%</p>	Does not define clear objectives. Does not deliver a strong opening statement with a hook to engage the audience.	Defines adequately clear objectives. Delivers an opening statement which may not be strong or may not include a hook to engage the audience.	Defines satisfactorily clear objectives. Delivers a fairly strong opening statement with a hook to engage the audience.	Defines very good clear objectives. Delivers a strong opening statement with a hook to engage the audience.	Defines excellently clear objectives. Delivers a very strong opening statement with a hook to engage the audience.
<p>3. Communicates ideas in a targeted and succinct manner. Connects strongly with the audience, achieving a persuasive impact that supports the objectives.</p> <p>Weight: 20%</p>	Does not communicate ideas in a targeted and succinct manner. Does not connect strongly with the audience and does not achieve a persuasive impact.	Communicates ideas in an adequately targeted and succinct manner. Connects in a limited way with the audience, achieving a minimally persuasive impact.	Communicates ideas in a satisfactorily targeted and succinct manner. Connects quite well with the audience, achieving a persuasive impact.	Communicates ideas in a very targeted and succinct manner. Connects well with the audience, achieving a strong persuasive impact.	Communicates ideas in an excellently targeted and succinct manner. Connects very well with the audience, achieving a powerful persuasive impact.

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## JWI 505: Business Communications and Executive Presence

### Course Guide

Weight: 25%	Assignment 3: Presentation Design and Delivery				
Criteria	Unsatisfactory	Low Pass	Pass	High Pass	Honors
<p>4. Delivers an engaging presentation with a strong executive presence, an authentic tone, energy and a passionate sense of purpose.</p> <p>Weight: 20%</p>	Does not deliver an engaging presentation and/or does not exhibit a strong executive presence, authentic tone, energy and passionate sense of purpose.	Delivers an adequately engaging presentation with an acceptable executive presence, authentic tone, energy and sense of purpose.	Delivers an engaging presentation with a satisfactory executive presence, authentic tone, energy and sense of passionate purpose.	Delivers a very engaging presentation with a strong executive presence, authentic tone, energy and sense of passionate purpose.	Delivers an excellently engaging presentation with a very strong executive presence, authentic tone, energy and sense of passionate purpose.
<p>5. The video, recorded in Zoom, has a professional look and feel, with appropriate attire, setting, computer distance and angle.</p> <p>Weight: 10%</p>	The Zoom video does not have a professional look and feel, with appropriate attire, setting, computer distance and angle.	The Zoom video has a partially professional look and feel, with appropriate attire, setting, computer distance and angle.	The Zoom video has a satisfactorily professional look and feel, with appropriate attire, setting, computer distance and angle.	The Zoom video has a very good professional look and feel, with appropriate attire, setting, computer distance and angle.	The Zoom video has an exemplary professional look and feel, with appropriate attire, setting, computer distance and angle.
<p>6. The video shows both the presenter and slide deck. It adheres to the 6-8 minute time limit.</p> <p>Weight: 10%</p>	The video does not show both the presenter and slide deck and/or it is over the 8 minute time limit by more than 2 minutes.	The video shows both the presenter and slide deck. It is over the 8 minute time limit, but by no more than 2 minutes.	The video shows both the presenter and slide deck. It may be over the 8 minute time limit, but by no more than 1 minute.	The video shows both the presenter and slide deck. It may be over the 8 minute time limit, but by no more than 30 seconds.	The video shows both the presenter and slide deck. It adheres to the 6-8 minute time limit.

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