



Change Presentation

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Case selection is key

- Re-read the assignment brief: they are different depending on whether you are MBA or MBA Tourism Mgt.
- Check you are addressing what's required
- It is not 'write all you know about.....' but a focused analysis of a specific change event using a key theme/aspect of the change
- Anything too recent may limit your scope for analysis

The assignment brief (presentation element)

PRESENTATION OF KEY CHANGE MANAGEMENT MODELS

- Using Power Point or any other means of presentation, each student will present to the module tutor (s) how key change management models will be utilised to undertake an analysis of their chosen case study. All facts, figures and supporting evidence should stand-up to scrutiny.
- The presentation should ensure good use of language with logically and clearly structured conclusions. Effective use of primary data and appropriate management theory. Correct citation of literature sources using Harvard method. Bibliography reflected within assignment text.
- This activity gives an opportunity for each student to present ideas and methods, *If no presentation is given, no marks will be awarded here.*

Scoping presentation

- This is the entrée/starter, not the main course
- Save the detail for the report itself
- You haven't finished your research/the module yet
- Taking a snapshot of where you're at
- A plan for what's left/next
- Key points only

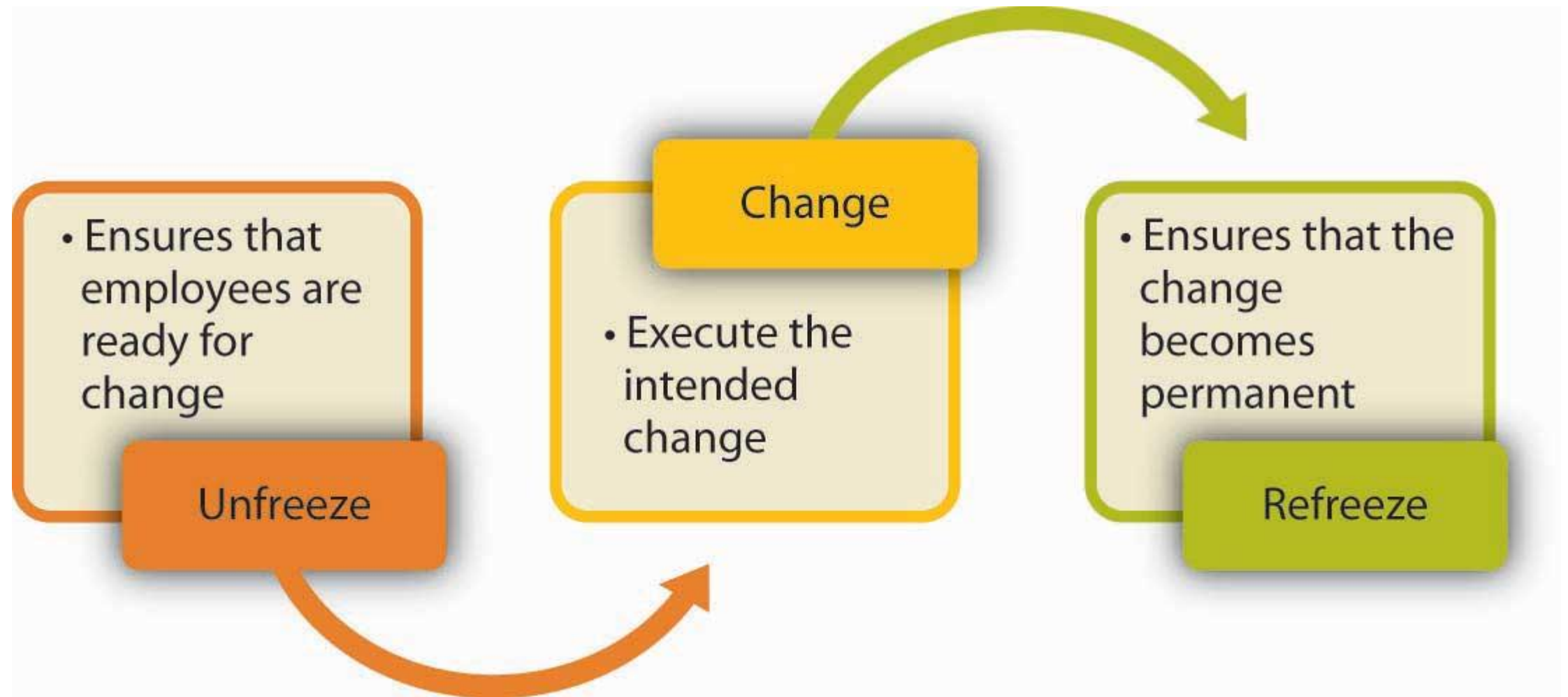
Marking scheme

Each criterion is graded 1-5

- Poor 1
- Satisfactory 2
- Good 3
- Very Good 4
- Excellent 5

Then an overall mark is given

1. The introduction was effective and informative
2. The presentation was well organised and easy to follow
3. The key points were clearly stated
4. The slides were clear, effective and well-used
5. The speaker's demeanour, volume and manner of speaking were effective and clear
6. Evidence of analysis rather than description
7. Effective application of Lewin's Force Field
8. Effective application of Stakeholder PI Grid
9. Evidence of adequate initial research
10. Next steps clearly outlined



Force Field Analysis

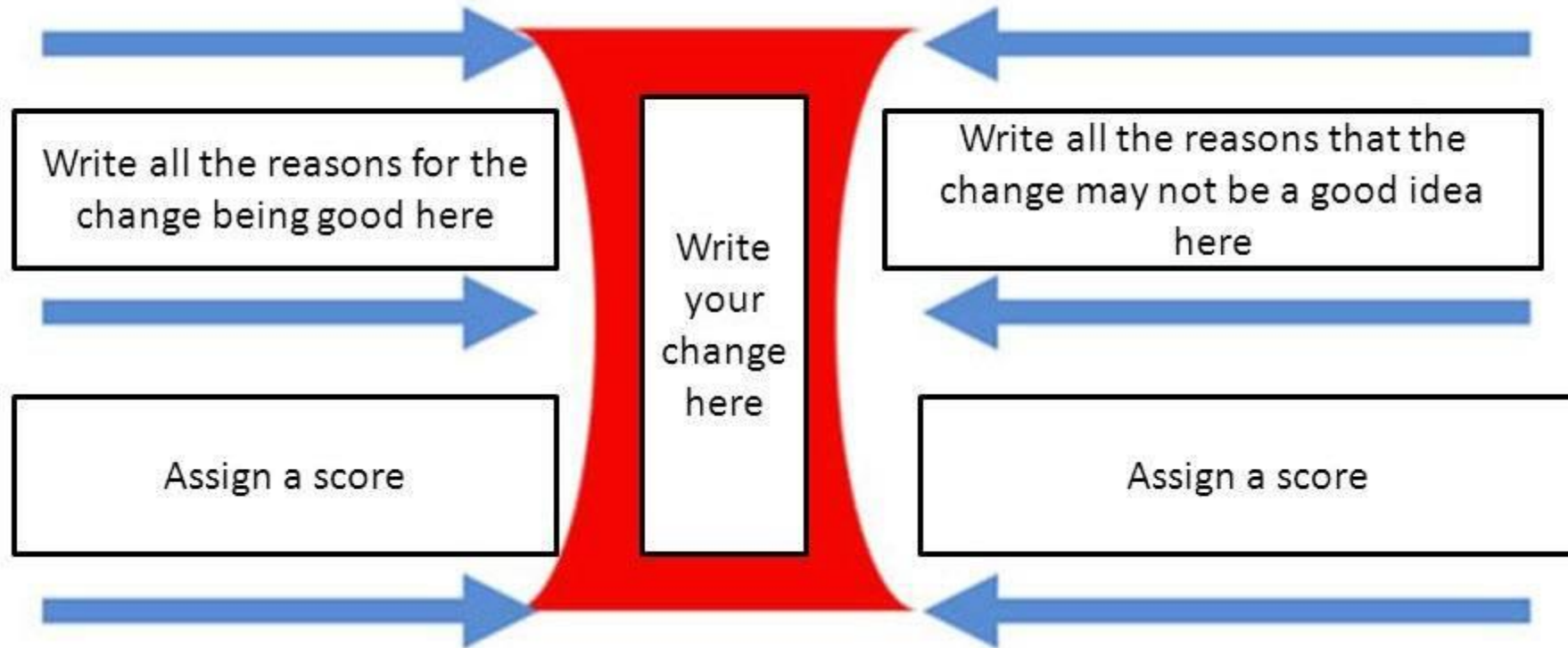
Driving Forces

Restraining Forces



Driving forces

Restraining forces



DRIVING FORCE



RESTRAINING FORCE



WHAT IS FORCE-FIELD ANALYSIS?

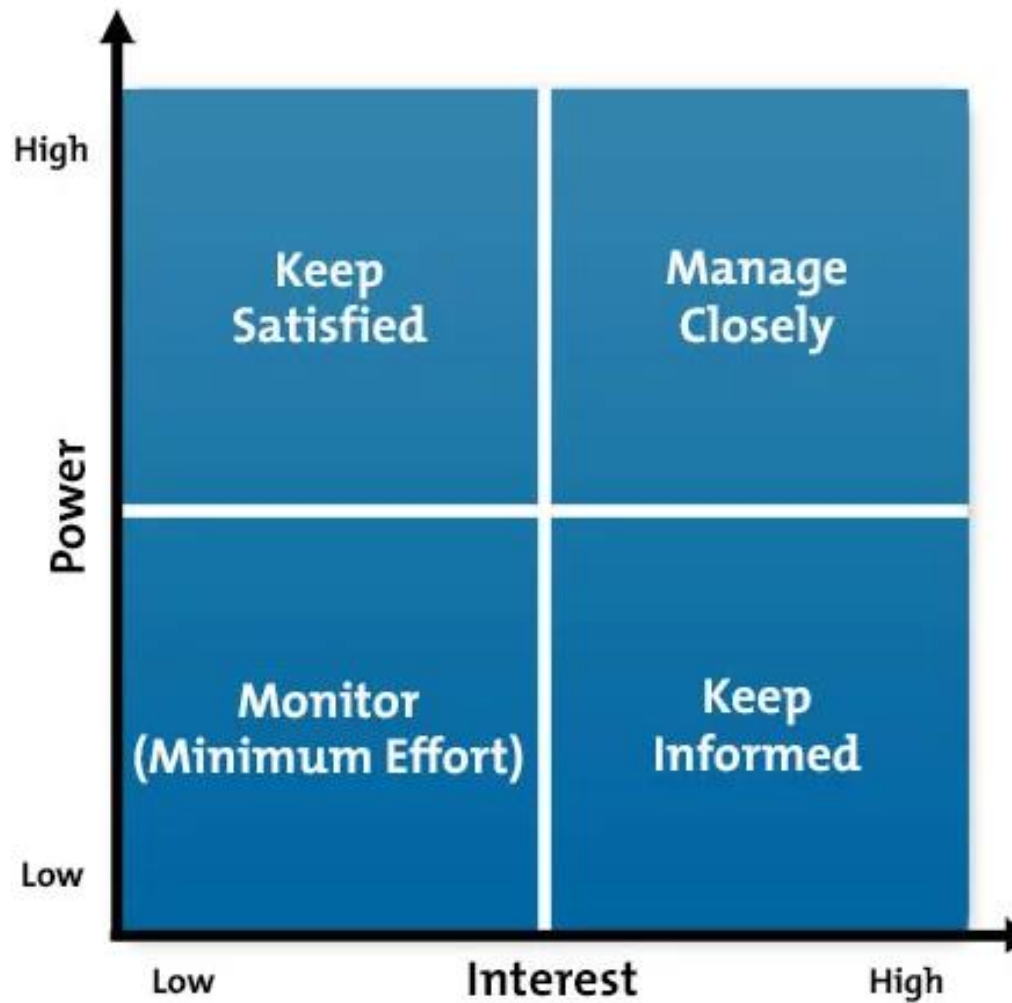
Stakeholder Power Interest Grid

High power, highly interested people (Manage Closely): you must fully engage these people, and make the greatest efforts to satisfy them.

High power, less interested people (Keep Satisfied): put enough work in with these people to keep them satisfied, but not so much that they become bored with your message.

Low power, highly interested people (Keep Informed): adequately inform these people, and talk to them to ensure that no major issues are arising. People in this category can often be very helpful with the detail of your project.

Low power, less interested people (Monitor): again, monitor these people, but don't bore them with excessive communication.



From Mendelow (1981)

Adapted from Mendelow, A.L. (1981). 'Environmental Scanning - The Impact of the Stakeholder Concept,' ICIS 1981 Proceedings, 20.

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Final guidance

- Check your timeslot on moodle – be ready and have Teams open, with your presentation ready to play
- Time limit of 8 minutes maximum to deliver
- Maximum of 6 slides (if used)
- No long introductions/historical background – “this presentation will...”
- Why this case? Justify your selection. Identify your key themes/’angle’
- No ‘reading out verbatim’ – use bullet points and expand on them
- Don’t overpack slides with text – use graphics/images also
- Force field & Stakeholder grid are needed
- Explain next steps in your research to prepare for the report stage
- Short list of key references used to prepare
- Rehearse in advance – practice makes perfect!

Use good sources of evidence -

Journal papers

Conference papers

Books

Web resources

Any further questions?





**KEEP
CALM
AND
GOOD
LUCK**

