

# Public Speaking and Strategic Narratives for Leaders

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Homework For Day-04 (18 Nov 2024)

## 1-Read the Handout: “Example Strategic Narrative”

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This is available online at [wobblythumb.ca/public-speaking/](http://wobblythumb.ca/public-speaking/).

## 2-Pick a Topic for Your Second Presentation

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For your second presentation, you have three choices of topic:

1. A business topic of general interest of your choice. Email me at [danielthrpe@gmail.com](mailto:danielthrpe@gmail.com) for approval of your topic if you take this option.
2. Describe the strategic narrative of a well-known corporation. Tell us something about the company’s brand DNA, then describe how they promote this in a strategic narrative (through their advertising and other means). What is everyone’s role in their narrative, how does their narrative get them from their starting point to where they’re going. In your conclusion let us know whether you think they have successfully implemented and promoted their strategic narrative; or
3. Pick a reasonably well-known corporation and imagine that you are a young executive there. The CEO thinks that the company has failed to develop a strong identity for itself. Its customers are unaware of anything special about the company, buying its products only because they’re cheap or convenient. Even its own employees seem to have no idea what the company stands for; consequence they lack engagement with their workplace. Your job is to develop a proposal for a new strategic narrative for the company and present it to the senior executives (played by your fellow students). Describe how your new narrative for the company builds on its existing DNA, what everyone’s place in the new narrative will be, and how you will promote it, both internally and to your customers. What does the future look like?

The handout: *Example Strategic Narrative* will help you prepare, as it includes an example of a strategic narrative for an imaginary company.

## 3-Prepare an Outline for Your Second Presentation (Due Noon, 13 November)

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Use the “Presentation Outline Worksheet” available for download at [wobblythumb.ca/public-speaking](http://wobblythumb.ca/public-speaking) to prepare your outline by typing your own points into each section.

Email your completed outline to me at [danielthrpe@gmail.com](mailto:danielthrpe@gmail.com) no later than 5:00 PM on Saturday, 3 Feb.

## 4-Prepare Your Second Presentation Slides (Due Noon, 18 November)

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Prepare your PowerPoint slides for your second presentation and email them to me at [danielthrpe@gmail.com](mailto:danielthrpe@gmail.com) no later than 5:00 PM on Monday, 5 Feb 2024. Monday.

Good luck! Email me at [danielthrpe@gmail.com](mailto:danielthrpe@gmail.com) if you have any questions about presentation. You’ll be presenting on either Monday, 18 Nov, or Monday, 25 Nov.