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15.277 Special Seminar in Communications: Leadership and Personal Effectiveness Coaching
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Instructor's Guide: Presentation on leadership vision Activity

Regardless of whether we state or acknowledge it, we operate out of our “Values and Beliefs” in any organization, collaboration, and encounter. Making these values and beliefs conscious will help us inform, and possibly, align organizations with our beliefs. We can do that by presenting, in multiple ways, our vision—the outward manifestation of our beliefs. Vision is how we create culture and connection—a central activity in any “leadership” role.

Other presentations we have done are based on assignments and classroom exercises. Today's activity is about you and your future positions of leadership.

Typical Activity Outcomes	Potential “Leadership Connections”
<ul style="list-style-type: none">• Participants develop more acute Appreciation of their values.• Practice presentation skills• Imaginatively project themselves into a vision of their future• Address the importance of leadership communication• Attend to language of future	<ul style="list-style-type: none">• Rehearse the Advocacy and Persuasion capabilities• Appreciate better the significance of speaking their values• Prepare all team members to play a leadership role

Activity Materials

- Feedback sheets

Activity Time Frame

Total Time: 55 minutes

Activity Schedule:

3 min: Activity Introduction

5 min: Identify who will speak when

Appoint a time keeper; appoint a partner to give feedback.

45 min: 30 seconds on audience, location and purpose. Practice presenting vision (4-5 minutes at most including any Q & A).

3 mins: Summary & Next week's assignment

Setting Up The Activity

Each person will have a partner in this activity.

Physical/Safety Considerations

Remind them that the camera is furniture; not to look at it! Use eye contact with team.

Facilitation Instructions

Step 1: Introducing the Activity

Prepare the students for being good listeners.

Say the following (in your own words): *Throughout the semester you have been practicing assignment-related presentations. Today your presentations are for your future—an expression of your own values and beliefs about leadership. We will listen for your message with an open mind to help you shape your future leadership speeches.*

Suggest that although we don't know the organization you are speaking about, don't do more than give us 30 seconds of background. We can actively imagine the rest based on your context setting and bridging. Finally, we are more interested in hearing your values-driven vision about an organization in trouble.

Step 2: Overview the Activity Schedule

Overview the schedule:

1. *Preparation*
2. *Hear and video-tape the speakers*
3. *Feedback in pairs*
4. *Closing*

Step 3:

Review the feedback sheet that you will prepare for them. Help them prepare to make notes for their partners.

Step 4: The exercise

Explain the structure of the activity:

1. Preparation: Remind them this is a “vision statement” not a strategy or information about a business plan. Think of it as persuasive—you need to motivate your audience to live out of this vision. Invite them to spend 5 minutes preparing the following.
 - a. Bridge: Set up the audience [treat the team as if it were the REAL audience] to be ready to hear you as you begin. Could be a lighthearted request that they bear with you as you attempt a more serious speech. (Think of Obama’s celebration and acceptance speech: “Is there anyone here who still doubts whether America is the land of possibility?” Or, McCain’s comment about the “historic” occasion.)
 - b. Context: Why is what you are saying pertinent, indeed urgent now?
 - c. Opening with Big Idea: Give us the headline
 - d. Body of presentation
 - e. Clarifying questions
 - f. Closing

What makes a vision statement effective: INSPIRING – “We few we happy few, a band of brothers”

Or, CLARITY about a difficult or changing experience

COMPOSURE and thoughtful analysis.

Facilitation Notes

After setting up the camera and getting their DVDs ready to load, open up the lens so you can see upper half of the speaker without having to move the camera. When the DVD is recording, make notes to hand to the speakers afterwards. Have the time keeper help by signaling the speakers when they have one minute to go.

After each speaker, give general feedback on the “message” they each received. After all speakers, have them sit with their partners to give each other more in depth feedback. That will give you time to make further notes.

Step 5: Prepare them for next week

Remind them next week is preparing the team presentations. Tell them to come as prepared as they can be, that regardless, it will be useful to meet with you. Refer them to the presentation planner and notes on team presentations in the 15.280/15.277 class website.