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15.277 Special Seminar in Communications: Leadership and Personal Effectiveness Coaching
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IMPROMPTU WORKSHEET

Take a position on the question.

Create a “big idea”, a memorable phrase, use a quote, or paint a picture to reinforce your position and to support recall

For example, to the question, “why did you choose Sloan?” you might say, “Sloan has been my first choice ever since I learned their emphasis on the pragmatic and the practical.”

Frame your position.

Set context, define terms, explore words and meaning to you.

For example, “Sloan actualizes the institute motto, *mens et manos*, mind and hand: it offers practice, as well as theory and education for managers. Sloan’s capacity to teach business and entrepreneurship is unparalleled.” (Or, “Business theory and practice...”)

Establish your credibility.

Tell why you are the one to speak on this.

For example, speak from personal experience: “I started my first business when I was ...” , Or, “I began in a large organization. Having learned about organizations from that experience, I want to test myself in a start-up”.

Discuss 2-4 ideas, evidence, issues, facts that support your position.

What are the 2-4 things we have to know to understand your position? For example, “The three reasons I chose Sloan were to learn practical applications, the theory of entrepreneurship and to get an outstanding management education. I have all three...”

Give a concrete example. Tell a story. Tell a story about a class project where all three come together.

Create a solid close—Return to your “big idea”, rephrase it, change it, --surprise us.