

Final StratSim Presentation Guidelines and Evaluation Form

On the last day, your final StratSim presentations are due at the scheduled time. We will begin with Industry 1, Team A and go from there (i.e. 1B, 1C, 1D, 1E, 2A, etc.). You must have your PowerPoint deck loaded on the podium computer promptly at the scheduled time to ensure that each team has the same amount of time to prepare slides and to facilitate transition from one team to the next. If you choose to use a Mac and Keynote, any extra transition time will come out of your team's allotted time. Each team will have 12 minutes to present. That will give us 2 minutes to switch presentations and finish in time. This will be strict. I will cut you off when your time is up. All of your team need not present but all team members may present if you wish. All team members should be present for the final presentation.

These presentations are the most important part of the exercise. That is why they are over-weighted in the grading (60%). This is an opportunity to look back over the experience and distil your learnings and takeaways from that experience. **Let me emphasize this point: The most important takeaways from the experience are the strategic principles and business insights you learned and not the specifics of the StratSim simulation.** Of course, please use examples from the game that helped you learn (sometimes painfully) the principles of strong marketing strategy and good business. But a focus on the game or the mechanics of the interface is not very important long term while the overarching principles of good business/marketing strategy are terribly important.

Let me offer the following questions to guide your thinking as you prepare (these questions should NOT directly outline your presentation):

1. How did things go? What went well? How did you shoot yourselves in the foot?
2. What was your strategy? Did it change over the course of the periods or is it the same as when you started? If so, how and why did you change it? How effective do you feel your strategy was?
3. What have you learned? This is the MOST important question.
4. What would you do differently if you could do it again? Why?

Note: You can copy and paste almost any table or graph out of StratSim and into PowerPoint.

On the next page is the evaluation form I will use to grade your StratSim Final Presentations.

Presentation Evaluation Form EMBA StratSim Final Presentation

Group (Industry/Team): _____

Members _____

Performance Criteria: O=Outstanding VG=Very Good G=Good F=Fair P=Poor

Professionalism and Preparation (appearance, visual aids, etc.)	O	VG	G	F	P
Communication Skill?	O	VG	G	F	P
Was the presentation well-organized?	O	VG	G	F	P
Were points made clearly and concisely?	O	VG	G	F	P
How interesting was the presentation?	O	VG	G	F	P
Description of goals and accomplishments/failures?	O	VG	G	F	P
Quality of overall strategy?	O	VG	G	F	P
Description of learning?	O	VG	G	F	P
Handling of questions?	O	VG	G	F	P

Questions to guide your thinking as you prepare (these questions should NOT directly outline your presentation):

1. How did things go? What went well? How did you shoot yourselves in the foot?
2. What was your strategy? Did it change over the course of the periods or is it the same as when you started? If so, how and why did you change it? How effective do you feel your strategy was?
3. What have you learned? *This is certainly the most important question.*
4. What would you do differently if you could do it again? Why?