

It's not what you say, it's what people hear

Delivering Persuasive Proposals

The two and half hour “Deliver a Convincing Pitch” workshop is designed to improve student performance when they are required to promote their ideas, projects, and or products as part of their assessment. This is achieved through engaging the students in a range of critical thinking approaches and influencing and persuasion techniques. A key component of the workshop is the structured and supervised practice which provides students with the opportunity to apply the techniques in a safe environment.

Constructive feedback from both peers and facilitator proved to be an essential part of this process. Time for students to further practice and immediately apply the feedback has increased confidence and ability and encouraged students to request time for further practice and feedback which they did. This workshop has been integrated into the 5th Year MEng program over the last few years with very positive assessment results for the students.

“The students raved about this workshop and enthused about its relevance to the module. A great success!”
Ian Smith Programme Leader & Head of School of Engineering & Built Environment

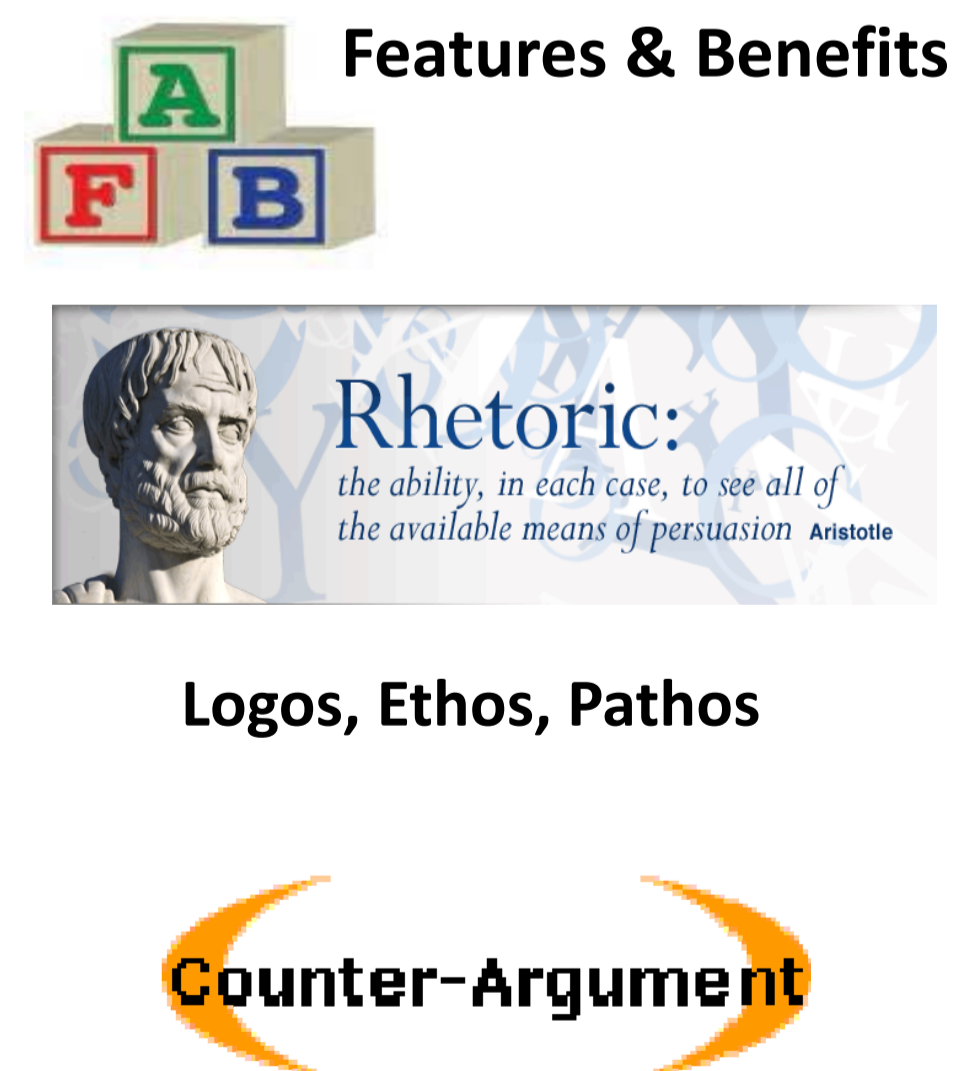
Learning journey: Unconscious incompetence → Conscious incompetence → Conscious competence → Unconscious competence

Workshop Process & Techniques:

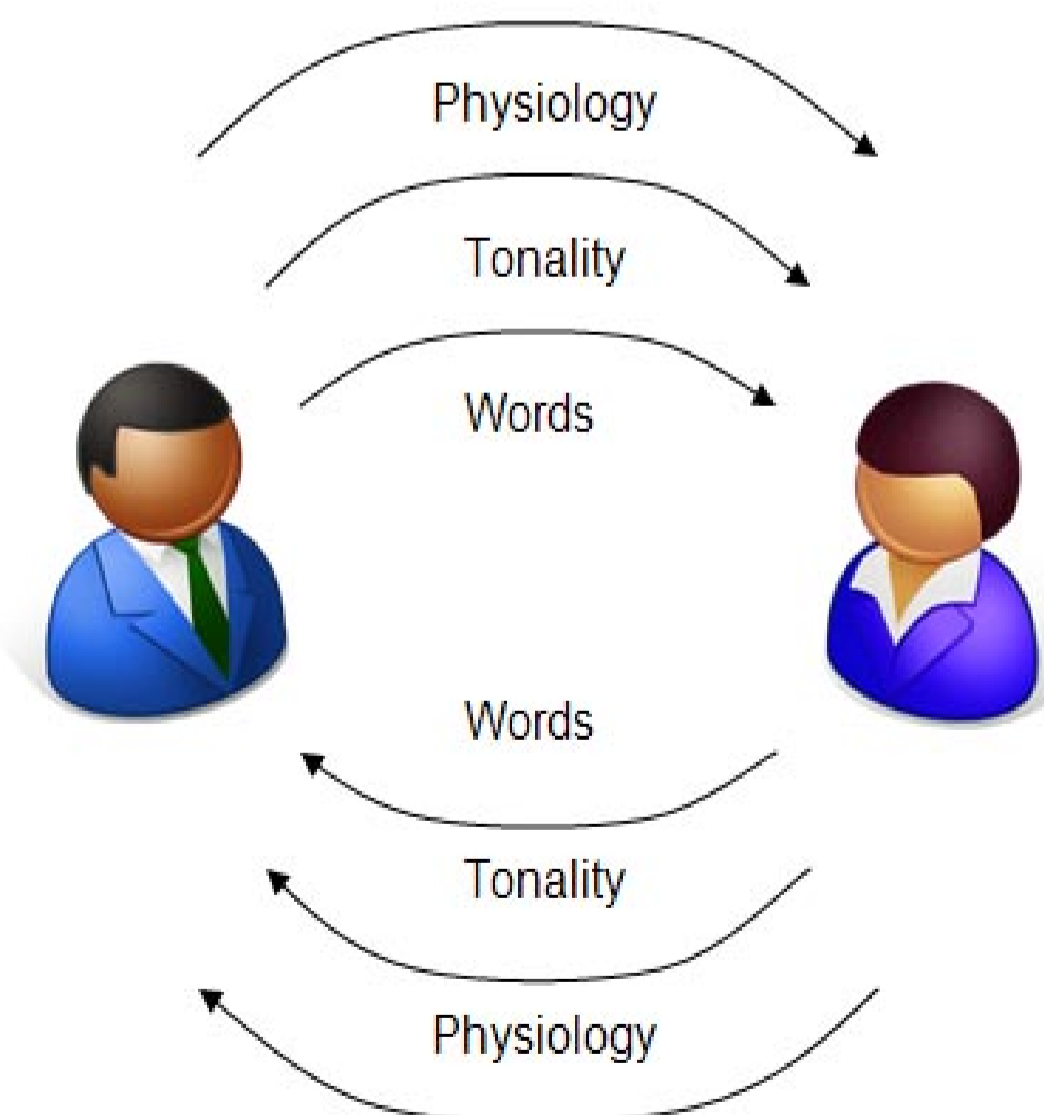
Part 1 - Apply critical thinking approaches



Part 2 - Learn to engage, influence and persuade



Part 3 - Practice delivery with immediate peer & facilitator feedback on;



Improved performance

Commitment to further practice and improvement



Improved confidence