

Individual Presentations

Candidate Brief



Instructions

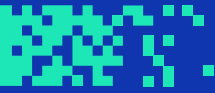
As part of your Assessment Centre Experience, you are required to prepare a 5-minute presentation that you will deliver to your assessor and a very small group of your peers.

- Working individually, choose one topic from your subject options (see list below) and create a five-minute presentation.
- There will be no PowerPoint facilities on the day of the assessment centre. However, you can prepare and use notes to support your presentation.
- On the day, the assessor will invite you to present when it is your turn. Please ensure any notes you would like to use are easily accessible.
- You will be presenting to your assessor and a small group of your peers. Whilst you are observing others, please ensure you are respectful and not disruptive.
- The assessor will stop any presentations at 5 minutes, to ensure fairness and consistency.
- The assessor will ask questions at the end of the presentation.
- There will be time at the end of all the presentations for general questions and advice that you would like to ask the assessor.

Assessed competencies:

- | | |
|----------------------------|------------------------|
| • Time management | • Commercial awareness |
| • Planning and preparation | • Visual aids |
| • Presentation structure | • Content |
| • Delivery | • Communication |





Presentation Topics (by subject)

From the list below, please find your subject area and select ONE Option for your presentation that will be delivered on the day of the assessment centre.

Business Management

Option 1) How has technology changed the way businesses operate? Pick an example(s) from one organisation and outline its impact.

Option 2) What are the challenges and opportunities of doing business in countries that the World Bank classifies as low and lower-middle income countries (e.g. Algeria, India and Vietnam)?

Human Resource Management

Option 1) Why are Equality, Diversity, and Inclusion (EDI) policies important? Present an example of good EDI practices from a UK organisation of your choice.

Option 2) How can cultural differences influence HR Management? Include specific examples from your research.

Marketing

Option 1) Pick a marketing strategy (e.g. content, digital etc.) and present an example(s) of an organisation's successful implementation.

Option 2) How has the rise of social media influenced the presence of a specific brand? Include examples from your research.