

November 3, 2026

CMNS 3240
Advanced Professional Communication – Fall 2026

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News and events

Gaglardi EDI workshop

- Wed 2026-11-04, 10:30 am, Old Main

TRUSU Signal for Help

- Wed 2026-11-04, 10 am, Trades
- Tue 2026-11-10, 10 am, Arts and Ed

TRUSU Community Meal

- Thu 2026-11-05, noon, TRUSU Building

Remembrance Day ceremony

- Tue 2026-11-10, 10:30 am, Student Street



Territorial Acknowledgement



Where we’re going today

- Where we are now
- Warm-up
- Your voice and the room
- Slides that don’t compete
- Handling questions
- Practice round: 4 + 1
- Presentation days

Where we are now

- Group 1: Thursday, November 5. Group 2: Tuesday, November 10.
- Both days run 1:00 to 2:30 p.m.
- Format: 4 minutes, then 1 minute of questions
- Slides (three max) and one-page summary due in Moodle, 9:00 a.m. on your day
- Thursday: what to say. Today: how to say it.

From argument to delivery

- Thursday you built the argument.
- Today you make it land in the room.
  - Ethos is earned through voice in first 30 seconds
- Leadership judges your plan partly by how you carry it.

Your voice does the signposting

- Slow down for your recommendation and your ask.
- Pause before your ask. Silence tells me this line matters.
- Let your voice drop at the end of a claim. Rising endings sound like questions.
- Replace “um” and “like” with a pause. Nobody notices a pause.

In the room

- Talk to me as your leadership team, not to the class or the screen.
- Plant your feet. Pacing reads as nerves.
- Notes: three or four signposts on a card, not a script.
- Point to the slide, then turn back to me.

Slides that don’t compete

- Your audience reads faster than you talk. Text plus speech means they remember less of both.
- One message per slide.
- Make the most important thing the biggest. Usually that’s the evidence, not the title.
- Use contrast to point: highlight the one line you’re talking about.
- Seven objects or fewer. The detail goes in your one-page summary.

Audiences

- Primary audience: current employees at all locations, including part-time staff
- Secondary audience: customers, especially long-time loyalty members
- Tertiary audiences: media, investors, and regulators
- Messengers: the CEO for employees; the VP of Communications for media
- Channels: town hall, intranet, email, website, press release, social media
- Timing: staggered rollout over the first week, beginning Monday

Employees first, Monday



AFTER

Handling questions in one minute

- Listen to the whole question. Pause before you answer.
- Answer first, then give one reason tied to your audit.
- Aim for about 30 seconds. Stop when you've answered.
- Don't know? Say so, and say how you'd find out.
- If a challenge lands, adjust: "That's fair. I'd change ___."

What I might ask as your leadership team

- Why does this audience come first?
- Why this messenger and this channel?
- What does it cost, and what happens if we do nothing?
- How will you know it worked?
- What’s the weakest part of this plan?

Practice round (35 min)

- Groups of 3 or 4. Full run: 4 minutes, then 1 minute of questions.
- One person keeps time and stops you at 4:00.
- Each listener watches one thing: voice, slides, or answers.
- 2 minutes of feedback, then the next speaker.

Feedback frames

- “I lost you when ___.”
- “Your slide competed with you at ___.”
- “Your strongest answer was ___ because ___.”
- “Slow down at ___. That’s your ask.”

How presentations are graded

- Out of 30 points:
  - Opening recommendation: 4
  - Audit-to-plan reasoning: 8
  - Structure and ask: 5
  - Delivery and slides: 6
  - Q&A defense: 4
  - One-page plan summary: 3
- Track weight: A 15%, B 20%, C 30%. Full rubric in Moodle.

Presentation days: how they run

- 1:00 to 2:30 p.m. Arrive by 12:55. We start on time.
  - 17 presentations x 5 minutes = 85 minutes
- Your slides come from your Moodle submission. No laptop swaps. I load them at 9:00.
- Running order is set in advance. The next presenter sits at the front.
- Visible timer: 4 minutes, then 1 minute of questions. Hard stop at 5:00.
- I ask the questions, playing your leadership team.

Coming up

- Thursday, November 5: Group 1 presents, 1:00 to 2:30
- Tuesday, November 10: Group 2 presents, 1:00 to 2:30. Journal 4 assigned.
- Thursday, November 12: no class (reading break)
- Wednesday, November 18, 9:00 a.m.: Journal 4 due