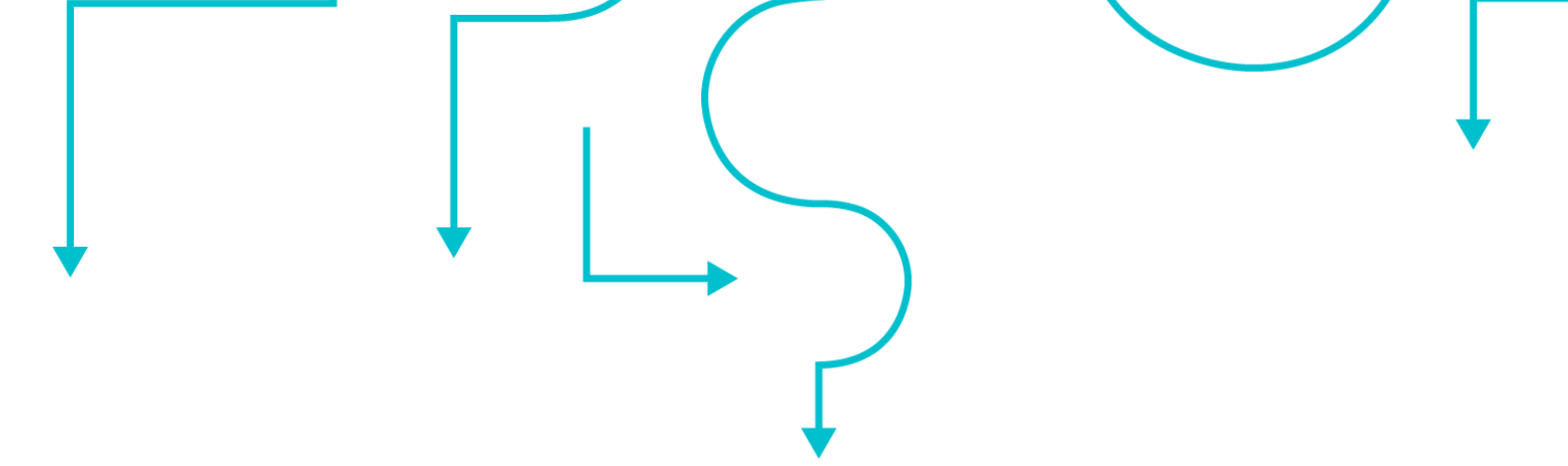




GRADCORE

PRESENTATION EXERCISE CANDIDATE BRIEF

**LINCOLN INTERNATIONAL
BUSINESS SCHOOL**

EXERCISE OVERVIEW

Within the 'live' environment of an employer's assessment centre, you may be asked to deliver a presentation that helps to showcase some of your key skills and behaviours. For the purpose of this assessment centre, you are tasked with **preparing a presentation prior to the assessment centre**. You will work individually and will be asked to present via video conference to your assessor and some of your peers.

For this particular exercise, the behaviours being assessed are:

- **Communication**
The ability to clearly articulate thoughts and ideas and listen to the views of other people.
- **Commercial awareness**
An understanding of the business world and the factors that affect this.
- **Motivation/ drive for results**
The ability to push things forward to achieve higher results. A passion and enthusiasm to push through tasks in the face of difficulties.

You will be allocated into groups for each session.

EXERCISE INSTRUCTIONS

- Working individually, select **one** topic from below that most interests you.
- Your presentation should last no longer than five minutes and will be followed by questions from the assessor for up to five minutes.
- The content of the presentation should answer the brief and demonstrate research and analysis relevant to the topic you have undertaken.
- You should use visual aids to support your presentation, such as PowerPoint. The assessor will invite you to share your screen when it is your turn to present. Please ensure that you are able to quickly access and share any slides on the device you will be using on the day of the assessment centre.

PRESENTATION TOPICS

1) What are the current challenges and opportunities for graduates entering the graduate job market?

- Identify relevant resources that graduates can use and why they're important.
- Present next steps or recommended actions for the graduates to take with regards to these challenges and opportunities.

2) What makes a great leader?

- What qualities or skills do they have? Which are the most important and why?
- Provide examples of good leaders and your reasons for choosing them.

3) Present your business plan for a new idea, product or service.

- Include business goals and how you plan to make a profit.
- Identify how you will market your business and appeal to your customers.

4) What are the most important environmental concerns and how can businesses help?

- Explain why they are important and the consequences of not doing anything about them.
- Give some examples of what businesses are already doing and provide ideas on what more can be done.