



PRESENTATION EXERCISE CANDIDATE BRIEF

**MBA
UNIVERSITY OF LIVERPOOL
MANAGEMENT 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 to your assessor and some of your peers. For this particular exercise, the behaviours being assessed are:

Communicating and influencing	The ability to clearly articulate thoughts and ideas with clarity and purpose. To listen and respect the views of other people.
Commercial awareness	The ability to demonstrate an understanding of the business world and the factors that affect it.
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 adversity.
Analytical problem solving	Gathers and interprets information to fully understand problems and applies viable and value-adding solutions.
Courage	The ability to put forward bold ideas, identify opportunities and take risks outside of your comfort zone.

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 for **15 minutes** and will be followed by questions.
- 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 handouts or a printed copy of your slides. Please bear in mind that screens may not be available.

PRESENTATION TOPICS

- How is Big Data being used to transform industries? Describe where you perceive Big Data will have the biggest impact and explain why.
- What could the next generation of leadership look like?
- Choose one recent technological innovation and show how it could transform the sector or organisation that you would like to work for.
- What types of policies, procedures and strategies have been used to improve sustainability within business operations?
- Modern day life is being increasingly transformed by Artificial Intelligence (AI). Highlight the challenges and opportunities that AI chatbots such as chatGPT present to employers.