Conscious Business Course work Poster presentation instructions

Prepare and present a poster in a poster session

- **Topic: A comparison of a conscious business with a classic business – and what both can learn from each others**

- Each of you is a "godmother/godfather" of a company.

- You work in pairs with a conscious company and a classic company each.

- You create the content for **one** (!) poster presentation (together) "on the fly" during the semester.

- **Apply what you learned in the Conscious Business class.**

- Find your company and partner at and poster presentation date on the overview sheet uploaded to Microsoft Teams.

How to create a poster

- Free form, no templates provided – feel free to surprise with your creativity

- Posters: min. size DIN A1 --- max. size DIN A0

- Work and develop the poster synchronously together.

Example posters by students
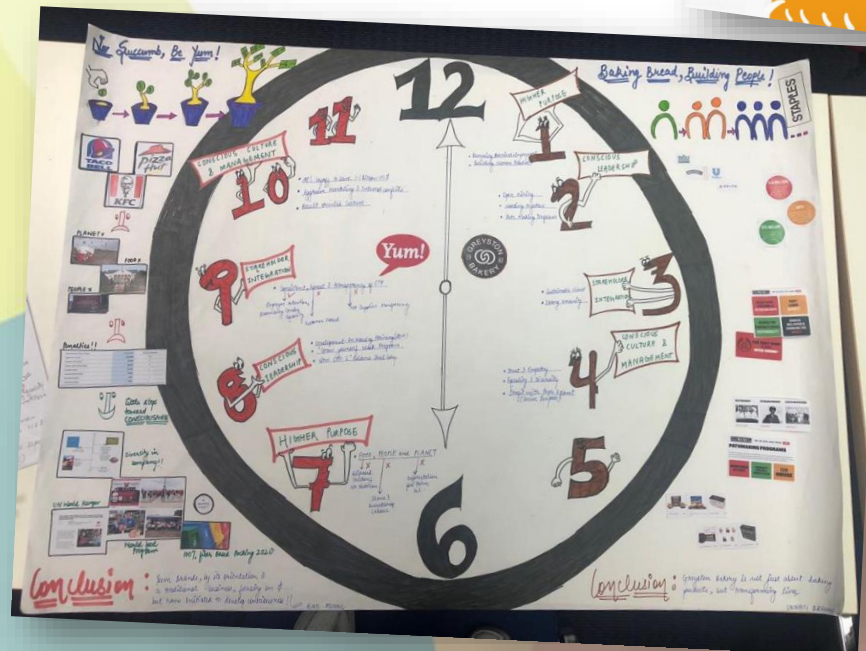
How to create a poster

- Free form, no templates provided – feel free to surprise with your creativity

- Posters: min. size DIN A1 --- max. size DIN A0

You can make use of the following tips, however they should not limit your creativity!

- Ten Simple Rules for a Good Poster Presentation *(rule 4 not applicable)*
  https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1876493/

- Tips for creating a research poster *(strict rules not applicable)*
  http://guides.nyu.edu/posters

Introducing the "Conscious Business Score Card"

Poster presentation and due date for score card

- Posters must be put up in the classroom **before** the start of the class.

- ✓ A photo of the poster must be uploaded to Microsoft Teams **before** the beginning of the class.

- Max. time to present the poster: **10 minutes**

- Poster presentation dates: XYZ

Rubric for poster presentation

Criteria	Rating				Points
Content	60 pts Exemplary All objectives were identified, evaluated, and completed. A sophisticated synthesis and application of the course content incl. The application of methodologies was demonstrated. All critical points were covered with the appropriate depth.	50 pts Proficient / Meets Standards The presentation exhibits a solid response to the assigned task, but one or more objectives are not identified, evaluated and/or completed. Some points made lack depth.	35 pts Approaching Standards/Developing The presentation lacked application of class content and/or depth in the analysis and synthesis. Most ponts were superficially presented and proofed a lack of understanding of the assigned task.	25 pts Below standard The content of the presentation was inaccurate and/or incomplete. Course content was not applied. Details in the poster have little or nothing to do with the main topic.	60
Design	20 pts Exemplary The design supported the understanding of the topics and make it easier to understand them. The presenter demonstrated a high degree of creativity. Parts of the poster were interactive. The desing is clear and clean. No spelling mistakes.	16 pts Proficient / Meets Standards The design of the poster supports the presentation. It doesn't show any exceptional creativity but demonstrates a solid understanding of visualizing the content of the presentation. No spelling mistakes.	12 pts Approaching Standards/Developing The design suggested that the poster was designed with little time and effort. The structure doesn't support the presentation content. Might even include some spelling mistakes.	8 pts Below standard The poster was apparently created in a rush with little to no effort. The presenter didn't put any reasonable effort in thinking about the structure of the poster. The poster doesn't support what is presented. Might include spelling mistakes.	20
Presentation	20 pts Exemplary The narration was engaging, not hurried or too slow and the presenter established eye contact with the audience. The presenter was overall confident and professional.	16 pts Proficient / Meets Standards The naration was not particularly engaging and slightly too fast or too slow. Presentation and demonstration of understanding was acceptable. Some weaknesses in capability to express oneself.	12 pts Approaching Standards/Developing The narration was too fast or too slow and/or not engaging. Oral communication skills son't allow to fully transport the content of the presentation.	8 pts Below standard The presenter was poorly prepared and not able to communicate the relevant topics of the presentation. The presentation was clearly too long or too short. The presenter wasn't able to keep eye contact with the audience.	20
Q&A	10 pts Exemplary The presenter was able to give concrete answers to the questions asked and was able to add significantly to the content that was presented. The answers were not too long and not too short.	8 pts Proficient / Meets Standards The presenter was able to answer the questions asked but the answers were too long or too short and/or lacked some substance. Overall, the presenter was able to add additional value to the presentation.	6 pts Approaching Standards/Developing The presenter was able to answer questions but the answers to the questions revealed that there is only limited additional knowledge that the presenter could add. Answers were significantly too short or long and/or without ... ttle substance.	4 pts Below standard The presenter was not able to answer questions and add to the presented content. The answers completely lacked substance and/or were unrelated to the questions asked and/or the presented content.	10
				Total Points:	100

- **John Mackey, Rajendra Sisodia**

- Paperback : 368 pages

- ISBN-10 : 1625271751
- ISBN-13 : 978-1625271754

- Publisher: Harvard Business Review Press; 1st Edition (January 7, 2014)
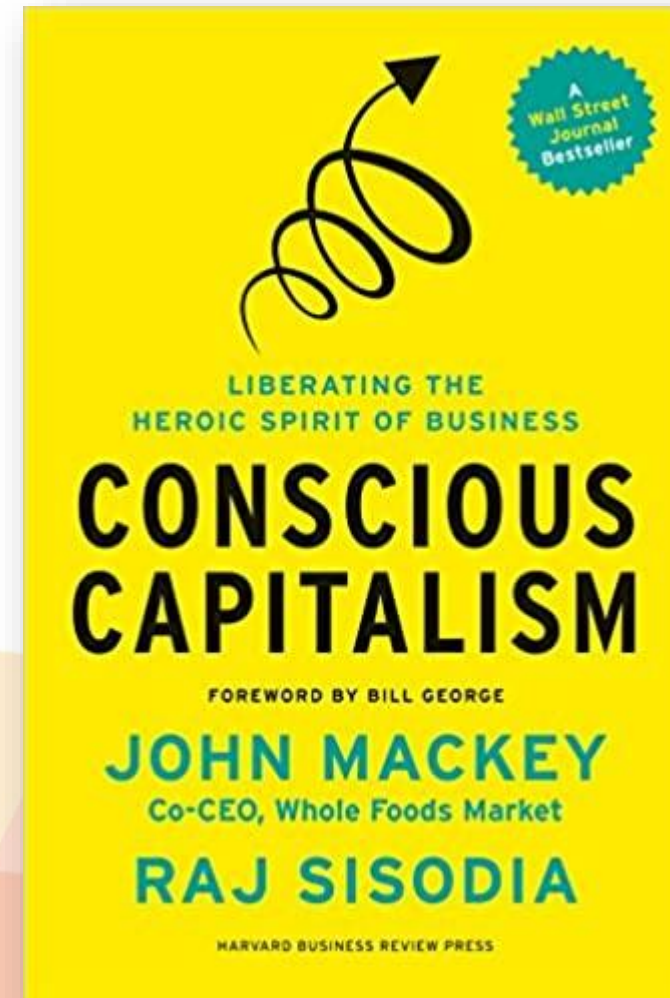
- **Nicolas Stahlhofer, Christian Schmidkonz, Patricia Kraft**

- Publisher: Springer; 1st ed. 2018 edition (November 25, 2017)

- Series: CSR, Sustainability, Ethics & Governance

- Hardcover: 122 pages

- Language: English

- ISBN-10: 3319697382

- ISBN-13: 978-3319697383
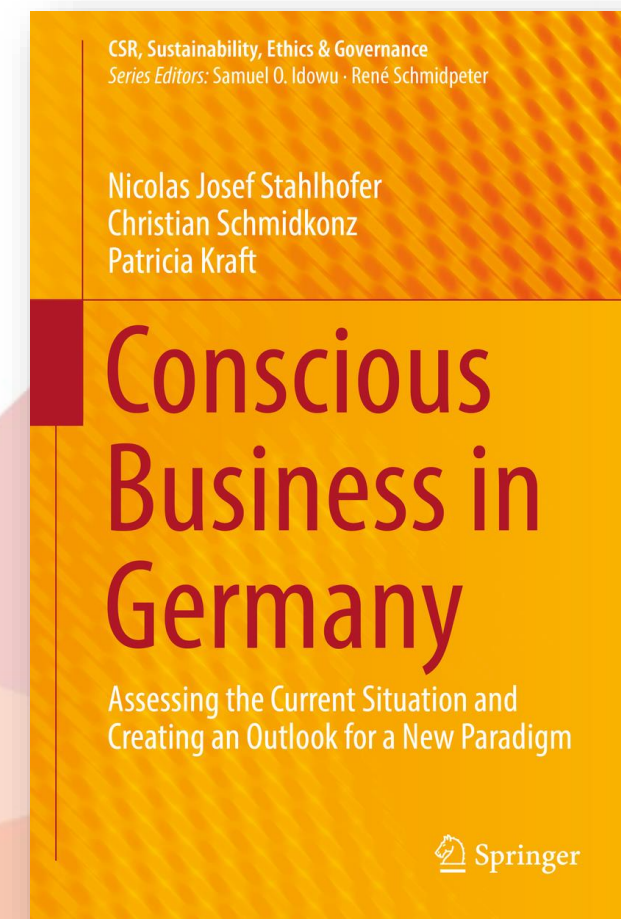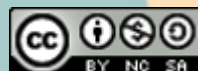
- **Paul Polman, Andrew Winston**

- Publisher: Harvard Business Review Press (5 Oct. 2021)

- Hardcover : 352 pages

- ISBN-10 : 1647821304

- ISBN-13 : 978-1647821302

Books:

- Barrett, Richard (2014): The Value-Driven Organization – Unleashing Human Potential for Performance and Profit, Oxon

- Birkinshaw, J., Foss, N.J. and Lindenberg, S.: Combining Purpose with Profits, MIT Sloan Management Review, Spring 2014, p. 49-56

- **Chouinard, Yvon (2006): Let My People Go Surfing: The Education of a Reluctant Businessman, New York**

- Frankl, Viktor F. (2021): Man's Search for Meaning, London

- Hurst, Aaron (2014): The Purpose Economy – How Your Desire for Impact, Personal Growth and Community Is Changing the World, Boise

- Kahneman, Daniel (2011): Thinking, fast and slow, New York

- Kofman, Fred (2006): Conscious Business – How to Build Value Through Values, Boulder

- **Mackey, John and Raj Sisodia (2014): Conscious Capitalism – Liberating the Heroic Spirit of Business, Boston**

- Polman, Paul and Andrew Winston (2021): Net Positive – How Courageous Companies Thrive By Giving More Than They Take, Boston

- Reiman, Joey (2013): The Story of Purpose – The Path to Creating a Brighter Brand, a Greater Company, and a Lasting Legacy, New Jersey

- Sinek, Simon (2009): Start With Why – How Great Leaders Inspire Everyone to Take Action, London

- **Sisodia, Raj, David Wolfe and Jag Sheth (2014): Firms of Endearment – How World-Class Companies Profit from Passion and Purpose, Upper Saddle River**

- Tate, Carolyn (2015): Conscious Marketing – How to create an awesome business with a new approach to marketing, Milton

- **Stahlhofer, Nicolas, Christian Schmidkonz and Patricia Kraft (2018): Conscious Business in Germany, Cham**

- Tindell, Kip (2014): Uncontainable – How Passion, Commitment, and Conscious Capitalism Built a Business Where Everyone Thrives, New York

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