



The MBA Speaker's Edge Competition

January 13-14, 2011

The Speaker's Edge Competition, a transformative public speaking competition for Ole Miss MBA students, co-hosted by the School of Business Administration, the Lott Leadership Institute and Extreme Arts and Sciences, is now in its seventh year. Say what you want about technology, the spoken word remains a critical skill in business. Ole Miss MBA students spend a week and a half working with world class communication coaches discovering the secrets of high-impact public speaking. They learn the strengths and weaknesses of their own personal style and learn to adapt their messages to different audiences and different situations. The program culminates in a very exciting, two-day competition, where students present three different presentations in front of a panel of judges, comprised of industry business leaders. An MBA Speaker's Edge Champion is named for the student performing the best in all three events. Speaker's Edge has become a hallmark of the Ole Miss MBA Program, helping our students to become communication leaders in the business world!

Ethical Dilemmas:

This is a limited preparation event. MBA students will receive a case citing a dilemma of ethics within a business setting. Students will have 30 minutes to prepare a 7 minute speech addressing how they may effectively respond to the ethical dilemma.

The Marketplace Pitch:

6- 8 minutes

The Marketplace of Ideas is alive and well at Ole Miss. MBA students will present their best ideas for product and/or Service development. As rising professionals, these MBAers will research, develop and "pitch" their ideas exercising the centuries old art of persuasion.

Informative Communication:

6 - 8 minutes

Communicating Complex Information:

This event showcases your ability to communicate technically complex information to a non-technical audience.

Communicating Process Information:

This event is designed to communicate or demonstrate a process or procedure.

Speaker's Edge
is sponsored by:



Lott
Leadership
Institute



Thursday, January 13, Schedule

Judge's Training	10:00-11:30
Lunch	11:30- 12:45
Student Prep for Round I	12:30 - 1:00
Round I Ethical Dilemmas	1:00 - 2:00
Prep for Round II	2:00 - 2:30
Round II Ethical Dilemmas	2:30 - 3:30
Round I Informative	3:30 - 4:45
Round I Marketplace Pitch	4:45 - 6:00
Reception	6:00

Friday, January 14, Schedule

Round II Informative	8:00 - 9:15
Round II Marketplace Pitch	9:15 - 10:30
Prep for Ethical Dilemmas	10:30 - 11:00
Finals Ethical Dilemmas	11:00 -12:00
Lunch	12:00 - 1:00
Finals Informative	1:00 - 2:00
Finals Marketplace Pitch	2:00 - 3:00

Are you interested in Judging? Contact JoAnn Edwards at 662-915-3799 or at jedwards@olemiss.edu.