

Case Study 18:

TMI – Too Much Information

Background

Kasia Zielinski, with help from her supervisor, convinced senior management at Fair and Square—the insurance company she works for—that implementing tests, courses, and workshops on emotional intelligence for the company’s employees would be of benefit. Now they would like her to give a presentation to the employees about it.

The Problem

Kasia is so enthusiastic about emotional intelligence that she wants to make sure she convinces her colleagues of its benefits. From her thorough research, Kasia has plenty of information to present and feels confident that her colleagues will be as convinced as she was. She sends her draft speaking notes (Exhibit A) and PowerPoint slides (Exhibit B) to her supervisor.

Exhibit A

Good afternoon, ladies and gentlemen. My name is Kasia Zielinski and I have been asked to present to you the benefits of emotional intelligence for Fair and Square.

The term “emotional intelligence” appears to be an oxymoron: the two words appear to be mutually exclusive. Since the rise of science during the Enlightenment, we have tended to denigrate our emotions in favour of our rational capacities. Think, for a moment, of the metaphors we use to talk about our emotions: we are “overcome with grief”; emotion “clouds” our judgement; we “lose” our tempers. All of these examples tell us that we think of emotion as something apart from our normal, rational selves, that emotion comes along periodically and alters our rationally functioning brains. However, the ancient Greeks did not necessarily think of emotion this way, as is evident from Aristotle’s discussion of the importance of the *pathe*, or states of mind, and certainly today scholarly attention is once again being paid to the emotions more as “states of mind.” And that is why the term “emotional intelligence” is so significant.

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At this point, Kasia’s supervisor stopped reading the draft presentation and turned to the PowerPoint slides.

Exhibit B

Emotional Intelligence				
Group	1 st Score	After Workshop	After Course	After 6 Months
1	85	90	103	109
2	78	80	89	95
3	103	110	112	115
4	97	106	113	125
5	72	73	75	73
6	106	118	122	122
7	55	53	57	57
8	76	79	83	86
9	68	70	75	79
10	123	123	125	137
11	110	122	128	134
12	98	103	107	115
13	79	89	93	107
14	35	35	38	45
15	88	98	101	107

Activities and Discussion

1. What might Kasia's supervisor suggest that Kasia do to make her presentation more effective?
2. What mistake has Kasia made in approaching the presentation?
3. Used well, PowerPoint slides can enhance a presentation. However, they can also seriously detract from a presentation. Examine both the benefits and dangers of adding PowerPoint slides to a presentation.
4. How would using Prezi as a platform alter the visual presentation?