Sample Preparation Outline (Persuasive Speech – Sales Pitch)

Name: John Doe

Topic: Instructional Design Position

General Purpose: To persuade

Specific Purpose: To persuade the Dean of Curriculum Development at Pennsylvania State University, Smeal College of Business that I am the best person for the lead instructional design position for online courses.

Central Idea: Given my curriculum development, project management, and leadership experience, I am the most qualified person for the position.

Organization: Monroe's Motivated Sequence

INTRODUCTION

Attention: E-Learning is growing at 10 times the rate of traditional classroom instruction and experts argue that the single most important issue with online learning is student engagement *(attention-getting device)*. To survive the 21st century, schools will need to employ instructional designers who understand the importance of student engagement and who know how to design curriculum that engages students in the online learning experience *(introduction of topic)*. Only those institutions that understand this will survive *(why audience should care about topic)*.

Need/Problem: Penn State, and specifically Smeal College needs an instructional designer who has experience leading instructional design teams, and with learning management systems and other related software, plus the ability to quickly learn new technologies *(statement)*. As a leader in the educational world for than 160 years, Penn State wants to continue this long-standing tradition by expanding its reach through online classes and by increasing student and classroom diversity *(illustration)*. However, according to U.S. News and World Report online, with so many websites comparing online courses, students have become very selective in their choice of schools. Therefore, without the ability to design and deliver world-class online courses, Penn State risks losing many potential online students to other institutions *(ramification)*. We both know that whoever fills this position must have strong organizational and project management skills, excellent verbal and written communication skills, and experience with the development and maintenance of online instructor-led courses *(pointing)*.

> **Transition**: Given your focus on finding the right person with the right qualifications (*backward look*), allow me just a few minutes to explain why I am

just the person you need to help Smeal College carry on Penn State's long-standing mission of delivering world-class education (*forward look*).

BODY

        MP 1

                Satisfaction Statement: To begin, I have over 10 years of proven experience that I believe qualifies me for this positon. (*The 'belief' that I want my audience to accept*)

                Explanation:

                        Subpoint 1: For example (*signpost*)**,** I was in charge of a 3-year project to create the United State Air Force's (USAF) first-ever online Enlisted Professional Military Education Course for Chief Master Sergeants.

                        Subpoint 2: Another example is I led the team that designed, developed, and delivered the USAF's newest instructor training course for enlisted members. That 2-year project resulted in the USAF's first-ever hybrid E-learning course.

                        Subpoint 3: Most recently, I converted two face-to-face courses to fully online courses for Pierce College. One course helps students, who are new to college, adjust to the demands of higher education. The other course is a first-of-its-kind public speaking course.

                Theoretical Demonstration: All of my projects have been highly successful.

                        Subpoint 1: For example, I completed the Chief Master Sergeants course on time and within the assigned budget. Students consistently rate the course between a 4 and 5 on a scale where five equals outstanding. In addition, the course has received numerous academic awards for being the first *facilitated* E-learning course in the USAF. Most recently, the course was recognized by the president of Air University as "one of the best distance learning courses in the Air Force."

                        Subpoint 2: I also completed both courses for Pierce College on time while shaving almost 22% off the assigned budget. Both courses consistently receive rave reviews from students and faculty.

                        Subpoint 3: Finally, I brought the enlisted instructor training course project in two months early using only 60% of the assigned budget. That course, which required me to supervise 12 instructional designers, and collaborate with six different departments garnered the attention of Air

University leadership and led to a complete redesign of the University's instructor course for officers.

Reference to practical experience: While designing and delivering online courses, I utilize self-directed learning theory, online learning technologies, and best practices associated with E-learning.

> **Subpoint 1:** For example, part of self-directed learning theory states that motivation has a significant impact on the learning experience. With this in mind, my courses incorporate activities and feedback designed to continuously motivate learners. Activities focus on real-world problem-solving scenarios and positive, constructive feedback that is also designed to stimulate critical thinking.

> **Subpoint 2:** An example of online learning technologies is my use of animated examples, practice items, and simulations to ensure learners are fully immersed in the learning experience.

> **Subpoint 3:** Finally, an example of best practices is my use of learning management systems, such as Canvas and Blackboard, which allow faculty to design, deliver and revise curriculum on the fly and allows students to complete assignments, check grades, and interact with faculty, staff, and fellow students, all in one integrated learning environment.

Meeting objections: I recognize that hiring me is a risk. You want to be sure that I am the right person for the position. I understand your concern, so I offer two important reasons why hiring me is the right decision.

> **Subpoint 1:** First, I have a proven track record that includes minor projects with budgets of only a few thousand dollars and major projects with budgets in the millions. Regardless of the size of the budget, the scope of the project, or the inherent challenges associated with online learning, I have never failed to bring a project in on time and on budget; and in fact, I often bring projects in early and under budget.

> **Subpoint 2:** Second, every one of my online course development projects have been highly successful. Every course receives high ratings from students and faculty alike, and many of my courses have been recognized as important contributions to the organization's mission.

> > **Transition to conclusion:** Because I firmly believe that I have much to offer PSU, and specifically the Smeal College of Business,

allow me to conclude by emphasizing why I am the right person for this position.

CONCLUSION

Visualization:

Subpoint 1: By hiring me, you are gaining an employee who believes in the mission of PSU, which includes the desire to teach students around the world through academically sound, yet challenging online courses.

Subpoint 2: By hiring me, you will gain an employee who knows how to design, delivery, and maintain online courses using a variety of technologies and instructional design strategies.

Subpoint 3: By hiring me, you can rest assured that your online courses will meet, and in most cases, exceed all accreditation requirements.

Subpoint 4: By hiring me you are gaining an employee who has experience with learning management systems and other related software, who has the ability to quickly learn new technologies, who has strong organizational and project management skills, who has excellent verbal and written communication skills, and who has extensive experience with the development and maintenance of online instructor-led courses.

Action: You want guaranteed results! You need online curriculum that works…that achieves its stated outcomes…that comes in on time and on budget. You need someone with proven experience. Hire me and I guarantee that I will design, deliver, and maintain your online courses in a manner that exceeds your expectations and that also contributes to the impeccable reputation that PSU enjoys around the world.

Closure: I believe I am the person you have been looking for…through my use of online learning technologies and theories that fully engage students, I can help PSU thrive in the 21st century and beyond. Therefore, I humbly ask for the opportunity to prove myself…hire me and I guarantee you will not be disappointed!

POSITION DESCRIPTION

The Smeal College of Business is seeking an Instructional Designer to assist faculty in the design and development of online and blended teaching and learning efforts. We are searching for a team player that can work with instructors, the eLDIG team, and a team of multimedia specialists and programmers, to create engaging learning experiences in response to our growing online and hybrid education needs. The successful candidate will think creatively and have the ability to apply research-based learning theories including needs and task analysis, pedagogical theory, assessment strategies, and best practices for the development of university-level courses.

The successful candidate must be able to incorporate current approaches to online learning including social media, problem-based learning, and case-based learning and maintain a constant focus on usability and accessibility requirements. The abilities to develop course content for use in current and future learning management systems (e.g. ANGEL, Canvas, and/or Blackboard) and other related software and the ability to quickly learn new technologies are fundamental to this position. Additionally, a successful candidate must possess strong written, and interpersonal skills, experience with the development and maintenance of online instructor-led courses, and the ability to deal with multiple constituencies in a fast-paced, dynamic, team-based work environment.

This job will be filled as a level 3: $68,000 to $126,000 annual salary depending upon the successful candidate's competencies, education, and experience. A Ph.D. or Ed.D. in instructional design, learning science, or a related field with formal or informal experience designing online and blended courses in higher education context is preferred. As well as experience with project management, teaching experience in a higher education environment and experience with current and emerging learning, communication, and collaboration technologies.