Aligning with Aviation Industry Expectations and Requirements: Improving the Presentation Skills of ERAU Graduate Business Students

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By: Dr. Janet Tinoco and Jason Alvarez (MBA graduate student)

Phase I: Information Collection
- Literature review.
- Informal poll: Sample included former employers, alumni, business associates at various levels in the organization.
  - Delta Airlines; United Airlines;
  - Jet Blue Airlines; Icelandair; Southwest Airlines
  - Boeing Commercial Airplanes
  - Gulfstream Aerospace
  - Lockheed Martin Corporation
  - FLIR Systems, Inc.; Comcast Corporation
  - Boeing Defense, Space and Security

Phase I: Results:
- PowerPoint was the only software package used for presentations among those contacted.
- Many companies prefer the use of templates for standardization.
- Delivery is altered based on audience and culture of the organization.
- Content varies when presenting formally or informally.
- Content varies with purpose of presentation (inform, convince, etc.)

Why PowerPoint?:
- Ease of use; easy to track
- Around for a long time
- Does not require the cloud or Internet.
- Best to protect proprietary presentations since use of Internet not necessary.
- The business norm

Feedback from Employers:
- “The vast majorities of meetings are with a print out of the presentation rather than projected onto a screen.” (Delta Air Lines Employee)
- “I can’t think of any additional sources that would enhance the way we give presentations. I think PPT is still a reliable, valuable source.... JetBlue has templates that Crewmembers …utilize to give presentations” (JetBlue Airways Employee)
- “As per my experience Gulfstream uses only PowerPoint, since the quality and content can be consistent and moderated.” (Gulfstream Aerospace Employee)

Other Business Software Packages Available:
- Prezi
- Go Animate
- Google Docs
- SlideRocket
- Zoho Show
- Keynote

Study: Phase I: Determine industry standards for business presentations (type, content, and delivery)

Study (Next step)
Phase II: Develop exercises to prepare and improve students for industry. Fall 2015.