

Individual Presentations

Candidate Brief



Instructions

As part of your Assessment Centre Experience, you are required to prepare a 5-minute presentation that you will deliver to your assessor and a very small group of your peers.

- Working individually, choose one topic from your subject options (see list below) and create a five-minute presentation.
- There will be no PowerPoint facilities on the day of the assessment centre. However, you can prepare and use notes to support your presentation.
- On the day, the assessor will invite you to present when it is your turn. Please ensure any notes you would like to use are easily accessible.
- You will be presenting to your assessor and a small group of your peers.
- Whilst you are observing others, please ensure you are respectful and not disruptive.
- The assessor will stop any presentations at 5 minutes, to ensure fairness and consistency.
- The assessor will ask questions at the end of the presentation.
- There will be time at the end of all the presentations for general questions and advice that you would like to ask the assessor.



Presentation Topics (by subject)

From the list below, please find your subject area and select ONE option for your presentation that will be delivered on the day of the assessment centre.

Human Resource Management

OPTION 1) Why are Equality, Diversity, and Inclusion (EDI) policies important for UK organisations? Present an example of exemplary EDI practices from a UK organisation.

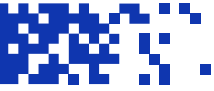
OPTION 2) How can cultural differences influence Human Resource Management in UK organisations? Include specific examples from recent research or case studies relevant to the UK context, focusing on challenges and strategies for effective management of a multicultural workforce.

Marketing

OPTION 1) How has the rise of social media influenced the presence of a specific brand? Include examples from your research and discuss the implications for marketing professionals in the current digital landscape.

OPTION 2) Discuss the influence of social media on brand development, focusing on strategies that have proven effective in building a strong online presence. Provide examples of brands that have successfully utilised social media platforms to engage with their audience and enhance their brand image.





Presentation Topic (by subject)

Management and Digital Business

OPTION 1) Explore how agile management techniques can enhance efficiency and innovation in digital businesses. Include case studies of successful implementations in tech firms and discuss the challenges and solutions associated with transitioning to an agile framework.

OPTION 2) Examine how big data analytics can drive strategic decisions in management. Highlight tools and techniques used to gather and analyse data and present case studies of organisations that have successfully leveraged big data to gain a competitive advantage.



Finance and Investment

OPTION 1) Explore how global political tensions, trade policies, and international relations influence commodity prices.

OPTION 2) Examine how financial technology (FinTech) is revolutionising traditional banking and financial services.

