

GIVING & RECEIVING FEEDBACK BUSINESS PITCH SIMULATION

VALLEY METRO

PHOENIX, ARIZONA

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Eno **MAX**

Designed by transit agencies for transit agencies



GIVING FEEDBACK AND RECEIVING FEEDBACK



GIVING FEEDBACK

Giving Feedback

Most of the feedback offered during the MAX program will be peer based and real-time. Here are three types of short feedback for use during the MAX program.

1. Appreciative

Is a positive reinforcement that encourages repetition of effective behavior.

- Describes the specific behavior.
- Explains why the behavior is valued.

2. Constructive

Is a reinforcement that attempts to discourage repetition of a behavior by providing a more effective and productive alternative behavior.

- Explains a behavior that is more effective.
- Explains why the proposed behavior is valued.

3. Balanced

Feedback that offers both strengths and opportunities to the recipient in one short statement.

- Describes one strength and one opportunity.
- Both should be offered by the feedback presenter as the most impactful points observed.
- Should use one of the following formats or equivalent
 - “What I thought you did well was...”
 - “What I thought you could improve was...”
 - “What was effective was...”
 - “What I thought would make it even more effective was...”

RECEIVING FEEDBACK

Receiving Feedback

The people offering you feedback during MAX care about your success. Therefore, feedback should be viewed as a gift.

Here are points to consider, especially when you receive feedback in group environments:

- Ask short questions for clarity if needed
- Do not argue with the feedback offered or offer explanations as rebuttal
- A simple thank you is appreciated and all that is necessary



BUSINESS PITCH SIMULATION



BUSINESS PITCH SIMULATION

Delivering the Pitch

This simulation is an opportunity to practice the Business Pitch prior to delivering it to your Agency CEO and/or your Executive Team.

- Each student will deliver a 5-minute oral presentation of their business project.
- Deliver your pitch as though the CEO is your agency's CEO. Assume those participating in the exercise have local knowledge of your system and function within the organization.

Receiving Feedback

- After you are done speaking, the CEO will ask questions about the pitch "in character."
- The CEO may also offer feedback "out of character."
- The other students may be invited to offer constructive feedback about the project or the presenter's delivery if time permits

BUSINESS PITCH SIMULATION

What to include in a Business Pitch

- Share the key points of the business case
- Summarize all options considered
- Summarize decision criteria used to select final recommendation
- Present the final recommendation
 - Summarize analysis
 - Identify potential risk(s) and how to minimize or mitigate

Delivering a Successful Business Pitch

- You've researched, prepared, and practiced
 - Relax
 - You Got This!
- Questions
 - Answer as well as you can
 - Commit to when you will provide answers for unresolved questions

BUSINESS PITCH SIMULATION

SAMPLE BUSINESS PITCH TIMING

SAMPLE BUSINESS PITCH TIMING		
¼ Minute	Introduction	
½ Minute	Problem Statement	Key Issues
1 ½ Minute	Current Situation	What the situation is, what you focused on for your research
1 ½ Minute	Options Explored	Brief summary of options considered along with your decision criteria
2 Minutes	Final Recommendation	What and Why
1 Minute	Questions & Feedback	
6 ¾ Minutes	Total Time	



BUSINESS PITCH SIMULATION CEO'S





Robert Puentes
President and CEO
Eno Center for Transportation

- **Robert Puentes** is President and CEO of the Eno Center for. Prior to Eno, he was a senior fellow at the Brookings Institution's Metropolitan Policy Program. He is currently a non-resident senior fellow with Brookings. Prior, Robert was the director of infrastructure programs at the Intelligent Transportation Society of America.
- Robert is a frequent speaker to a variety of groups and has testified before Congressional committees. He holds a master's degree from the University of Virginia and was an affiliated professor with Georgetown University's Public Policy Institute.
- Robert serves on boards including the Shared-Use Mobility Center, UCLA's Institute of Transportation Studies, and Young Professionals in Transportation. Recent appointments include the Federal Advisory Committee on Transportation Equity, New York State's 2100 Infrastructure Commission; the Advisory Council of the West Coast Infrastructure Exchange, the Metropolitan Transportation Authority's Transportation Reinvention Commission; and the District of Columbia's Streetcar Financing and Governance Task Force.



Mary E. Peters
Principal, Mary Peters Consulting
Eno Board of Directors Member

- **Mary E. Peters** served as U.S. Secretary of Transportation from 2006 – 2009. She oversaw all US aviation, surface and maritime policy and programs and negotiated transportation agreements with foreign governments. Ms. Peters was responsible for over 60,000 employees and a \$70.3 billion annual budget.
- Prior to serving as U.S. Secretary of Transportation, Ms. Peters was a Senior Vice President and National Director for Transportation Policy and Consulting for HDR, Inc., a major engineering company.
- In 2001, Ms. Peters was appointed by President George W. Bush to serve as the Federal Highway Administrator for the U.S. Department of Transportation, a role she served in from 2001 – 2005.
- Ms. Peters served as the Arizona Department of Transportation (ADOT) Director prior to becoming Federal Highway Administrator.
- Among her awards, she was recognized as the Most Influential Person in Arizona Transportation by the Arizona Business Journal and as the 2004 National Woman of the Year Award from the Women’s Transportation Seminar.