

PSY 614: Final Project Guidelines and Grading Guide

Overview

The final project for this course is a leadership case study analysis. You will be given a specific case study that centers on leadership strategies to form the foundation of your analysis. Using this case study, you must apply the theories and concepts from the course to interpret and formulate answers to certain guiding questions. Finally, you must create a professional presentation that presents your entire case study analysis effectively. In the presentation, you will present your findings and recommendations, including answers to all guiding questions, as a consultant would present his or her analysis to a company. The project is divided into **three milestones**, which will be submitted at various points throughout the course to scaffold learning and ensure quality final submissions. These milestones will be submitted in **Modules Four, Six, and Eight**. The final product will be submitted in **Module Ten**.

This assessment will assess your mastery with respect to the following course outcomes:

- Evaluate leadership strategies for the extent to which they reflect flexibility, promote sustainability, foster effective change management, and further organizational goals for a given context
- Select appropriate, innovative leadership strategies for solving authentic problem scenarios
- Assess the effectiveness of and recommend modifications to leadership techniques based on employee research and performance metrics data

Prompt

Use the case study [Fortuga Artisans, Inc.](#) for the following prompt.

For your leadership case study analysis, you must create a professional presentation and apply the theories and concepts from the course to interpret and formulate answers to the following guiding questions:

- What are the problems and issues discussed in the case study? Illustrate each with specific examples and connect them back to course principles.
- How did or how should the organization employ leadership strategies that reflect flexibility, promote sustainability, foster effective change management, and further organizational goals? Defend your evaluation and choices.
- What is your assessment plan? Describe your plan based on the leadership strategies that have been employed as well as any additional strategies you recommend to be employed. Include a plan for assessment that incorporates employee feedback and performance metrics data. What should be measured? How should it be measured to ensure validity and reliability? How should that data be interpreted and acted upon?

Specifically, the following **critical elements** must be addressed:

1. **Leadership Strategies: Evaluation** – Using the case study, describe the overall leadership strategies employed. Specifically address the following:
 - a. **Flexibility** – To what extent does the leadership strategy of the company within the case study reflect flexibility? What evidence is given for the basis of your reasoning?
 - b. **Sustainability** – Does the leadership strategy promote sustainability? Why?
 - c. **Change management** – Does the leadership strategy foster effective change management? Why or why not?
 - d. **Organizational goals** – Does the leadership strategy further organizational goals? Give examples.
2. **Leadership Strategies: Selection** – Within the case, what are the leadership problems? Select appropriate leadership styles, approaches, and strategies for solving the problem(s) based on the following:
 - a. **Appropriateness** – Which leadership strategies are appropriate for use in solving the problems identified within the case study? Discuss their appropriateness in terms of style, approach, and strategy.
 - b. **Innovation** – Are the leadership strategies innovative? Why or why not?
3. **Assessment Plan** – Develop an assessment plan based on leadership strategies that have previously been employed and any recommended changes to be employed. This assessment plan should include the following:
 - a. **Effectiveness** – Assess the effectiveness of the current leadership strategies based on the following:
 - i. Employee research
 - ii. Performance metric data
 - b. **Recommendations** – Propose an assessment plan that incorporates employee feedback and performance metrics data, addresses the data to be collected, discusses how to ensure validity and reliability, and incorporates interpretation and future actions.

Note: Principles of an effective presentation can be found at the end of this document.

Milestones

Milestone One: Problems and Issues

In **task 4-3**, submit a 2–3-page paper. What are the problems and issues discussed in the case study? Establish a context by providing an overview of leadership style, approach, and strategy. Then illustrate each problem in the case with specific examples and connect them to leadership style, approach, and strategy. The format should be a Word document, written in APA style and cited appropriately. **This milestone will be graded using the Milestone One Rubric.** The feedback provided by the instructor should be applied to your final leadership case study analysis.

Milestone Two: Leadership Strategy

In **task 6-2**, submit a 3–4-page paper identifying the leadership strategies that were employed by the organization described in the case study, how they were employed, and any additional strategies that could be employed to reflect flexibility, promote sustainability, foster effective change management, and further organizational goals. Explain how your recommended strategies should be employed. Defend your evaluation and choices. The format should be a Word document, written in APA style and cited appropriately. **This milestone will be graded using the Milestone Two Rubric.** The feedback provided by the instructor should be applied to your final leadership case study analysis.

Milestone Three: Assessment Plan

In **task 8-2**, submit a 3–4-page paper that describes your assessment plan based on the leadership strategies that have been employed as well as any additional strategies you have recommended be employed. Be sure to include employee feedback and performance metrics data. What should be measured? How should it be measured to ensure validity and reliability? How should that data be interpreted and acted upon? The format should be a Word document, written in APA style and cited appropriately. **This milestone will be graded using the Milestone Three Rubric.** The feedback provided by the instructor should be applied to your final leadership case study analysis.

Final Product: Leadership Case Study Analysis: Final Professional Presentation

In **task 10-3**, submit the final leadership case study analysis. This is submitted as a professional presentation. It should be a completed product that meets all of the critical elements outlined above. **This is graded with the Final Product Rubric (below).**

Deliverable Milestones

Milestone	Deliverables	Module Due	Grading
1	Problems and Issues	Four	Graded separately; Milestone One Rubric
2	Leadership Strategy	Six	Graded separately; Milestone Two Rubric
3	Assessment Plan	Eight	Graded separately; Milestone Three Rubric
	Final Product: Leadership Case Study Analysis: Final Professional Presentation	Ten	Graded separately; Final Product Rubric

Final Product Rubric

Requirements of submission: The final presentation must include a minimum of 14 slides but no more than 24 slides, including opening and closing slides (one slide should be included as an introduction and one slide should be included as a closing slide). Any resources used to support the presentation must be properly cited in APA format. There is no requirement on the number of resources.

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
Leadership Strategies: Evaluation (Flexibility)	Meets “Proficient” criteria, and evaluation is substantiated by scholarly research	Adequately evaluates the extent of flexibility of the leadership strategy	Does not sufficiently evaluate the extent of flexibility of the leadership strategy	Does not include an evaluation of the flexibility of the leadership strategy	7
Leadership Strategies: Evaluation (Sustainability)	Meets “Proficient” criteria, and evaluation is substantiated by clear and specific examples	Adequately evaluates how the leadership strategy promotes sustainability	Does not sufficiently evaluate how the leadership strategy promotes sustainability	Does not include an evaluation of the sustainability of the leadership strategy	7
Leadership Strategies: Evaluation (Change Management)	Meets “Proficient” criteria, and evaluation is substantiated by scholarly research	Adequately evaluates how the leadership strategy fosters change management	Does not sufficiently evaluate how the leadership strategy fosters change management	Does not include an evaluation of how the leadership strategy fosters change management	7
Leadership Strategies: Evaluation (Organizational Goals)	Meets “Proficient” criteria and evaluation is substantiated by scholarly research	Adequately evaluates how the leadership strategy furthers organizational goals	Does not sufficiently evaluate how the leadership strategy furthers organizational goals	Does not include an evaluation of how the leadership strategy furthers organizational goals	7
Leadership Strategies: Selection (Appropriateness)	Meets “Proficient” criteria and the appropriateness is well defined through the use of specific concrete examples	Includes the appropriate leadership strategy and qualifies the appropriateness in terms of style, approach, and strategy	Includes a leadership strategy but does not sufficiently show its appropriateness	Does not include an appropriate leadership strategy	14
Leadership Strategies: Selection (Innovation)	Meets “Proficient” criteria and evaluation is substantiated by clear and specific examples	Adequately evaluates the extent of innovation of the leadership strategy	Does not sufficiently evaluate the extent of innovation of the leadership strategy	Does not include the extent of innovation of the leadership strategy	14
Assessment Plan (Effectiveness)	Meets “Proficient” criteria and evaluation is substantiated by clear and specific examples	Provides an assessment plan that evaluates effectiveness based on both employee data and performance metric data	Assessment plan does not sufficiently evaluate effectiveness based on both employee data and performance metric data	Does not include an assessment plan that evaluates effectiveness based on both employee data and performance metric data	14
Assessment Plan (Recommendation)	Meets “Proficient” criteria and evaluation is substantiated by scholarly research	Includes a well-developed discussion on how to interpret the data and apply the results to future actions	Does not sufficiently discuss how to interpret the data and apply the results	Does not include a discussion on how to interpret the data and apply the results to future actions	14

Organization	Slides are organized in a way that is logical and that complements the central theme(s); transitions are well-paced to create a natural and engaging flow	Slides are organized in a way that is logical, and transitions are paced so that the material is easily accessible	Slides are organized in a way that is mostly logical, and transitions are paced so that the material can be understood with focus and effort	Slides are organized in a way that is illogical OR transitions are paced so that the material cannot be understood	8
Written Narration	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	8
Earned Total					100%

Principles of an Effective Presentation:

- You may utilize a product such as Microsoft’s PowerPoint, [Adobe Captivate](#), [Prezi](#), or [Google Presentation](#) to create your presentation.
- There are various template designs that you can find on the web for your presentation. However, first consider your presentation from the perspective of your audience prior to selecting a specific style. Distracting backgrounds, large blocks of text, all-uppercase fonts, elaborate font styles, grammatical errors, and misspellings are distracting. Be consistent with the style of text, bullets, and sub-points in order to support a powerful presentation that allows your content to be the focus.
- Each slide should include your key point(s). Do not place large blocks of text on the visual. Your presentation is not a means of presenting a short paper. In an actual presentation you would not “read” from your slides but rather use them as prompts.
- Any notes or narration you would use in delivering this presentation to a group should be listed in the “notes” section of the slide.
- References should be listed at the bottom of the slide in slightly smaller text.
- Use clip art, AutoShapes, pictures, charts, tables, and diagrams to enhance but not overwhelm your content.
- Be mindful of the intended audience and seek to assess the presentation’s effectiveness by gauging audience comprehension (when possible)

Types of Presentation Media: Text, charts/graphs, photos, clipart, video, audio, links, word clouds, infographics, flowcharts, interactive components, animation, maps, transitions, graphic organizer, screenshots, storyboards, illustrations

Below are some links that offer helpful tips and examples for developing your presentations:

[Making PowerPoint Slides](#)

[Beyond Bullet Points: The Better Way to Use PowerPoint](#)

[10 Tips to Help Master Prezi](#)

[Harvard Business: Create an Effective Presentation](#)

Below are some links that offer helpful tips and information that support self-publishing activity:

[UNC-Chapel Hill: Publishing Microsoft PowerPoint](#)

[Publishing Narrated PowerPoint Presentations](#)

[TR Dojo: Video: Create a Self-Running PowerPoint Presentation](#)

[Google Presentation 5 Presenting & Publishing](#)

[Recording and Publishing Adobe Captivate Software Simulations](#)

[Publish Your Prezi](#)