

BUS 300: Critical Thinking & Persuasion for Business
Fall 2018
Oral Presentation #1

You received the email below last night from Mary Smith, one of the Partners at Cane Consulting.

"We just received a new project that I heard you have time to help with. Take a look at the details below, which are straight from the client, Samson Corp. I'll be out of town when the client comes in to discuss this on [DATE OF PRESENTATIONS], so I'll need you to be the one to present your recommendations. I would plan on speaking for at least two minutes, but no more than four. And remember, they want us to guide them one way or the other, so be persuasive.

Thanks,
Mary

From: Name, Random <r.name@Samson.com>
To: Smith, Mary <m.smith@CaneConsulting.com>
Subject: Potential Office Move

As you may know, we are professional services company occupying a one-story building in an outlying suburb of a large city, and we have outgrown our present office space. Two possible solutions are being considered. One is to enlarge the present building by adding a second story. The other is to move the company into space available in a large office building in the city. Ultimately, we have two primary goals that will drive our final decision:

1. To obtain office space that most suits our needs for as little expense possible.
2. To minimize disruptions to our employees.

Approximately 70 percent of our employees live within a half hour's drive of the suburb in which we are currently located, and roughly 20 percent commute from the city (which is about an hour's drive away). The remainder commute from even farther away. It would take almost a year to add a second story, during which time the construction noise and debris would be distracting to workers. They estimate that we would have to be shut down entirely for four or five weeks. But the addition would be tailored to our needs and would enable Samson Corp. to continue to be housed by itself in its own building, which is desirable because we handle confidential materials and are concerned about their security.

Space in the large office building can be had immediately and the move could be accomplished in a week or two. We would occupy several floors of the building, at least one of which we would share with other businesses. The cost, offset by the sale of the present building,

would be significantly less than that of adding a second story to that building. Property taxes are also lower in the city. The city, however, imposes a 3% income tax on employees and, in order to retain our employees, we would probably have to raise salaries to compensate for this tax. There is good public transportation connecting most suburban areas with the city, but current employees living farthest from the city would face even longer commutes.”