As the 3rd step of your term project, you will prepare the final presentation based on your work during TP1 and TP2.
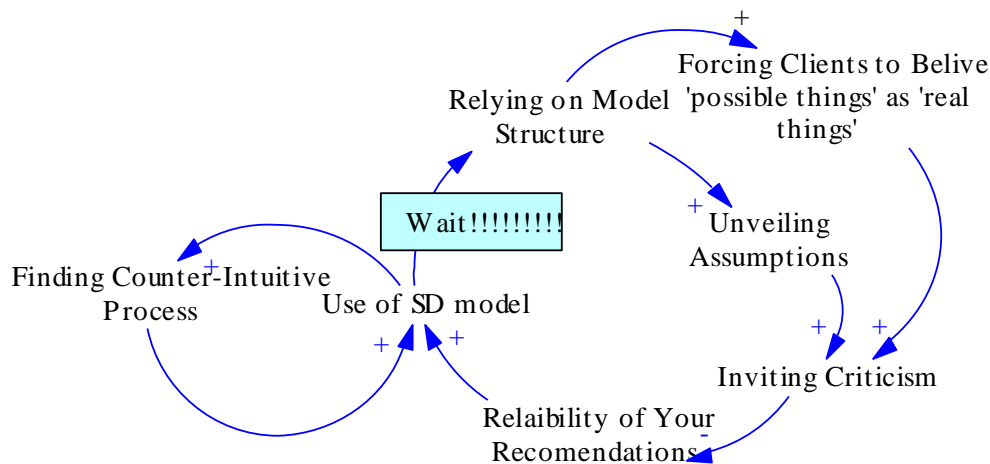
A. Updating TP1 & 2, and model quantification, if your model requires.

B. Deriving policy implications from your model and developing recommendations

   *Grading criteria for the final presentation
      1. Insightfulness 2. Benefits of research
      3. Creativity 4. Soundness of logics

C. Tips on using SD models

Think the implications of the following causal loop diagram:

There is a saying that you have to forget all the principles, when you are practicing a theory that you have tried to learn. This means in applying SD that you need to fully utilize SD's analytical power that can find counter-intuitive things, which cannot be found in the traditional ways. But, you need to minimize showing the model structure to your client, since showing the model structure may invite more criticism, which can drive your client to question the reliability of your recommendations. In addition, do not rely too much on the model structure in explaining your logics. Your findings may be differently evaluated by your clients, depending on your dependency on the model structure in explaining your logics. The model structures are good for developing your logics, while they can be harm in presentations to the client.

D. Tips on preparing Final Presentation

- Think you are presenting the consulting results to your client and find the most effective way to convince that your recommendation is good.
- Minimize showing the model structure as it is (at least, avoid starting from the spaghetti).
- It would be good to use part of your model to back up your logics.
- Provide proper assumptions that can increase the robustness of your recommendations.
- Start from the problem and end up with recommendations and their benefits.

E. Presentation & Submittal

1. Presentation
- 20 min per group
- <u>12 Dec, 2006</u>

2. Submittal
- Hard copies of your presentation: to be submitted on 12 Dec, 2006
- Soft copies: Upload in eClass before presentation.