

## *Sustain the Excellent*

### **Eligibility:**

Participants for this Group should be working employees or entrepreneurs representing organizations— big or small, private or public, or an NGO--from different levels of the hierarchy, across diverse industries in India. An organizational Identity Card or any other proof of employment would be required to ascertain the status of the representative. The speech shall be delivered in English or Hindi languages or Hinglish.

### **Levels:**

The KMA Awards for Public Speaking is based on two levels of competition—preliminary evaluation and final contest. The Preliminary Evaluation will be done by Members of Organizing Committee based on the Participation Form duly filled and submitted, and videos sent. The Final Contest shall be judged by experienced and expert Jury Members from academia and industry.

### **Topic:**

The speech should relate to the topic, '*Sync or Swim with the Burning Platform?*'

*(Burning Platform is a management jargon which depicts urgency of a situation or problem which needs to be solved or handled, else the organization may suffer.)*

### **Style of Speech:**

The participants are expected to deliver an *actuating speech* to showcase their remarkable and convincing style of oration. When one speaks to actuate, she/he goes a step beyond persuasion and convincing. The aim is to motivate people enough to act—by quoting facts, examples, and cases. The said topic gives an opportunity to every speaker to share the problem encountered in their respective organizations, and the solutions found, to deal with it. The underlying idea remains that if there is a lock, there must be a key as well. The approach to handle the challenge could have been linear or lateral. The style of speaking should be powerful enough to stir the mind, heart, and (maybe) soul of people.

### **Duration:**

Speeches shall not be less than three minutes and not more than ten minutes in length.

### **Timelines:**

- The Participation Form of respective Group needs to be filled by interested participants (a) online or (b) in hardcopy to be posted to reach us in January or latest by February 2019.
- Discussion/ coaching/ handholding will be scheduled by KMA Team in February 2019.
- Final Contest and Awards Ceremony to be held on March 5<sup>th</sup>, 2019.

### **Judging:**

- In all Groups, a Panel of Jury comprising 3 eminent personalities shall be assessing the speeches, with the Chief Jury to cast the ballot only if a tie occurs.
- Each judge shall be provided with a copy of the Judging Criteria.
- All judges shall evaluate all contestants competing in the contest.
- The Panel's decision shall be final and binding.

### **Nitty Gritty:**

- Speakers are expected to be innovative in their choice of content, drawing upon combinations of research, personal experience and style.
- Statements which might be construed as slanderous, embarrassing, or containing gender, cultural, or racial stereotypes are unsuitable for the competition.
- Notes are allowed, but the speech shall not be read verbatim (no paper reading pls).
- Audio/visual aids may be used to support the speech/ matter, but a copy of the ppt to be emailed to organizers at [admin@kumarmemorialawards.com](mailto:admin@kumarmemorialawards.com) a week in advance.
- The Organizers shall have the right to use the photographs or videos of speeches delivered for various media/ websites.

