

What, So What, Now What? for Public Speaking

Course: MBA (Finance) Semester: II No. of Students: 40

This activity was designed to enhance students' ability to organize their thoughts and communicate with clarity, purpose, and impact which are essential skills in public speaking, presentations, and professional interactions. Drawing upon the reflective model "What? So What? Now What?", the activity encouraged students to go beyond surface-level sharing and instead practice structured storytelling, reflective thinking, and audience connection.

The model is commonly used in experiential learning and leadership development to prompt deeper reflection:

- ☐ What? – Describe the event, topic, or experience.
- ☐ So What? – Analyze its significance, implications, or lessons learned.
- ☐ Now What? – Consider how it will influence future actions, perspectives, or decisions.

This framework was introduced to help students not only practice speaking, but to speak with intention and insight, connecting personal experience to broader meaning.

Students were asked to prepare a 2–3 minute talk based on any personal experience of their choice such as a challenge they faced, a mistake they learned from, a recent internship experience, or even an observation about classroom dynamics. The only condition was that their talk must follow the What → So What → Now What structure.

Each student delivered their short talk in front of the class. The facilitator and peers provided gentle, constructive feedback on:

- ☐ Clarity of thought and flow.
- ☐ Connection with the audience.
- ☐ Use of emotion, examples, and self-awareness