

CFM AND CTE: PROJECT MANAGEMENT AND CLIENT READINESS

Presenting a Client Recommendation and Responding to Feedback

Detailed practice, calculation, decision-making, and assessment

GRADES 9-12	TIME 2 x 42 min	GROUPING I / pairs / whole	PRODUCT Revise
YOUR CHALLENGE Build an evidence-based recommendation, communicate it clearly, answer questions honestly, and convert feedback into controlled revisions.			

New York CFM Connections: Planning, Team Accountability, Quality, and Professional Communication

A professional presentation helps a client make a decision. It states the need, uses reliable evidence, compares options, explains cost and tradeoffs, gives a clear recommendation, and identifies next steps. Good presenters do not hide uncertainty or agree to changes they cannot authorize.

Term	Student-friendly meaning
Recommendation	A proposed choice supported by reasons and evidence.
Stakeholder	A person or group affected by a decision.
Tradeoff	A benefit given up or cost accepted when choosing an option.
Visual evidence	A chart, table, image, or example that supports understanding.
Clarifying question	A question used to understand feedback or a request.
Revision log	A record of requested, approved, completed, or declined changes.
CLASSROOM USE All people, employers, figures, brackets, and documents in this packet are fictional. Never place a real Social Security number, employer ID, bank number, or tax document in classroom work.	

Part 1 - Organize a Fictional Recommendation

Team must recommend Flyer A or Flyer B. A costs \$65, uses larger text, and fits all required content. B costs \$45, has more images, but the accessibility contact is difficult to find.

Criterion	A evidence	B evidence	Importance	Conclusion
Cost				
Required content				
Readability				
Accessibility				
Audience action				
Overall				

Do not select based only on appearance or price.

Part 2 - Build a Five-Part Presentation

Plan opening, need, evidence, recommendation, and next step.

Section	Main message	Evidence/visual	Time
Opening			
Need			
Comparison			
Recommendation			
Next step			

Plan a 4-minute presentation plus questions.

Part 3 - Answer Difficult Client Questions

Prepare for: Why not choose cheaper B? Can you publish today? Can you guarantee registrations?
Can we add student photos?

Question	Evidence-based response	Clarifying question	Follow-up
Cheaper option			
Publish today			
Guarantee results			
Student photos			

Do not invent permission, certainty, or data.

Part 4 - Classify and Log Feedback

Feedback: enlarge date, change school color, add unverified sponsor, replace approved URL, and correct a spelling error.

Feedback	Clarify	Required/optional	Approval needed	Action/status
Enlarge date				
Change color				
Add sponsor				
Replace URL				
Spelling correction				

A comment is not automatically an authorized change.

Part 5 - Write a Presentation Follow-Up and Revision Plan

Prepare a 175-225 word client follow-up.

Element	Message/action
Decision recap	
Approved changes	
Open questions	
Declined/deferred item	
Owner/deadline	
Quality recheck	
Final approval	

Use a respectful tone and no blame.