



Nightmare or Key Business Skill?

Question: What activity often stars in nightmares but is also one of the most important skills in today's business world?

Answer: Public Speaking.

Speaking in front of a group can make a lot of people feel uncomfortable, yet being able to convey your theories, findings and recommendations to a group from two to 2,000 people has become an invaluable skill in today's corporate environment. For that reason, we've dedicated this edition of *ImageWatch* to this valuable skill. We've highlighted a variety of public speaking information: from what leading actuaries think about it, to how to brush up your own skills, and where you can catch actuaries in action, speaking about the profession.

We hope that you'll find this information useful in your daily interactions and that maybe, just maybe, it will help put those nightmares to rest.

Featured Articles:

[Speaking as a Performing Art](#)

[Seven Secrets of Successful Business Leaders Who Speak Well](#)

[Toastmasters--or, How I Learned to Stop Staring at my Shoes](#)

[To Better Communication](#)

[Really Bad PowerPoint](#)

[How to Kick Butt on a Panel](#)

[The Modern-Day Renaissance Man](#)

[Effective Communication Despite PowerPoint](#)

Actuaries in Action:



Why is public speaking an important skill for today's actuaries? See what leading professionals have to say by checking out [Public Speaking](#), the latest video in the Actuaries in Action series.

Or, would you prefer to check out a lecture or presentation for yourself? Check out some of these upcoming events:

Canadian Pensions Summit

- October 26-28, 2008
- Hilton Lac-Leamy, Gatineau-Ottawa, Quebec, Canada
- Featuring **Ian Genno's** presentation about "Formulating a Winning Defined Contribution Plan"

Featuring **Emily Kessler** and **Rob Brown** presenting on "Retirement 20/20: Defining Needs, Risks and Roles"

To register to attend these presentations, [click here](#).

Wealth Management and Retirement Planning Forum

- o October 19-21, 2008
- o Hilton Chicago, Chicago, IL
- o Featuring **Claude Thau's** presentation about "Long-Term Care Insurance for Bankers"
- o To register to attend this presentation, [click here](#).

E-Learning Tools

Want to brush up your public speaking skills? It's not as hard as you might think. Try Toastmasters, a nonprofit organization offering a proven (and enjoyable) way to practice and hone communication and leadership skills.

Pioneer--Mark Franzen, FSA, MAAA



[Mark Franzen](#) began his career as a mathematics professor at UCLA. He enjoyed teaching, but felt a strong pull to practice real-world mathematics. His journey eventually served as a catalyst to start his own business (IntelRx) and see his dream come to fruition. He is now managing director of Milliman IntelliScript (formerly IntelRx), a company that provides online prescription histories and related software tools to insurers.

How Actuaries Have Turned Risk into Opportunity

Did you know ...



In 1905, the Armstrong Investigation into the mismanagement of life insurance companies brings about legislation that significantly reforms the insurance industry. (Source: *Our Yesterdays: the History of the Actuarial Profession in North America, 1809-1979* by E.J. Moorhead)

Learn more fun facts about the profession by visiting the [interactive timeline](#) of the profession on [ImageoftheActuary.org](#).

Featured News (Actuaries in the News)

[Society of Actuaries board member pioneers new credential in his spare time.](#)

S. Michael McLaughlin, FSA, CERA, FIA, MAAA, Principal, Global Leader , Actuarial & Insurance Solutions, Deloitte Consulting LLP, named 2008 Risk Innovator of the Year by *Risk & Insurance*