



2018 SOA Asia-Pacific Annual Symposium

Session K2, Translating Actuarial Insights Into Action

Presenters:

Susan Blanck, FSA, MAAA

[SOA Antitrust Disclaimer](#)

[SOA Presentation Disclaimer](#)



The SOA Asia Pacific Annual Symposium

24 May, 2018



SOCIETY OF
ACTUARIES®

Translating Actuarial Insights into Action



Actuaries solve problems using analytical and technical skills. However, ineffective communication can limit the impact of our work.

Improve Communication



Improve Solutions



Improve Results

Common Communication Issues

- Information is too technical for the audience
- Presentation includes unnecessary detail
- Material does not clearly outline the problem that is being addressed
- Solution is presented without discussing the reasoning supporting the solution
- Insufficient detail is provided regarding the data used to formulate the solution

Addressing Communication Issues

Information is too technical for the audience

- Learn about your audience before presenting information
- Thoroughly understand the technical detail of your results before your presentation
- Peer review of presentation
- Novice review of presentation

Addressing Communication Issues

Presentation includes unnecessary detail

- Presentation should include the problem, solution and justification
- Avoid spending too much time discussing specific details of data
- Avoid spending too much time discussing non-viable solutions
- Eliminate unnecessary words

Addressing Communication Issues

Material does not clearly articulate the problem that is being addressed

- Provide a clear understanding of the problem to give the recipient proper context for the information
- Proper context allows the recipient of the information to focus on the solution presented
- Without proper context, the viewer may lose interest and miss the key elements of the information

Addressing Communication Issues

Solution is presented without discussing the reasoning supporting the solution

- Provide sufficient detail regarding the reasoning that indicated the solution would be effective to build trust with the recipient of your information
- Discuss the history of the problem and past, failed solutions to establish credibility for the proposed solution
- Discuss the positives and negatives in order to highlight that few solutions are perfect and set the stage to establish risk management strategies that will help make your solution more effective

Addressing Communication Issues

Insufficient detail is provided regarding the data used to formulate the solution

- While it is important not to get stuck in the details, some detail is required to establish your expertise
- Understanding the limits of the data used sets appropriate expectations and helps outline risks that must be managed within the solution

Additional Communication Tools

- Peer and Novice Review
- Effective use of questions
- Post-presentation self-critique
- Write down an oral presentation
- Speak aloud a written presentation
- 24-hour rule

Communication in a 2nd Language

- Important to be clear and concise
- Word choice matters
- Eliminate unnecessary words
- Avoid use of jargon and slang

Final Advice

- Posture matters
- Confidence matters
- Practice matters