



SOCIETY OF ACTUARIES

**2010 Valuation Actuary Symposium
Sept. 20- 21, 2010**

Session # 42 PD: Plain Talk for Actuaries

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Effective Presentations



Connection with You



How Many Presentations per Day?
What is Typical Size of Group?



Presentations





How Effective Are Your Presentations?

Out of 100 presentations, what are your odds of being seen as effective?



Group Question

What Are the Problems with Presentations?

Deadly Problems

- **No Clear Point**
- **No Audience Benefit**
- Too Long
- Too Detailed
- No Clear Flow



Framework for Presentation



Purpose/Goal
Point B



Audience
Point A



Message
Key Parts

Purpose or Goal Point B

- Informative



Purpose or Goal Point B

- Informative
- Persuasive (Convince or Sell)

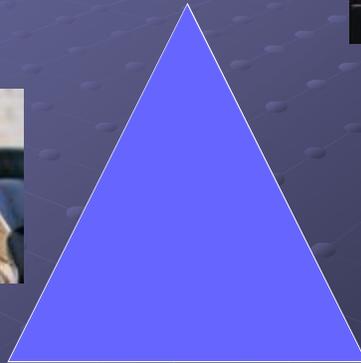


Framework for Presentation

√ Purpose/Goal
Point B



Audience
Point A



Message
Key Parts

Audience Profile

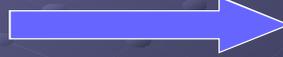
- What do they know & expect?
 - n How much background? New information?
 - n What expectations?
- What do they **feel**?
- What are their **concerns**?
- Who are they?
 - n Primary Audience
 - n Secondary Audience



What's In It For You?

WIIFY

Audience
Point **A**



Presenter
Point **B**



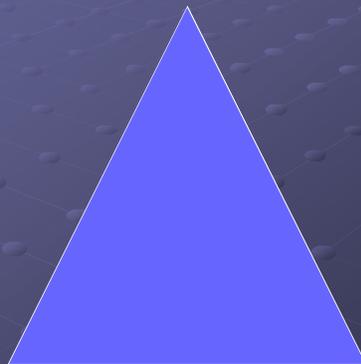
Framework for Presentation



✓ Purpose/Goal
Point **B**



✓ Audience
Point **A**



**Message
Key Parts**

Key Parts of Presentations

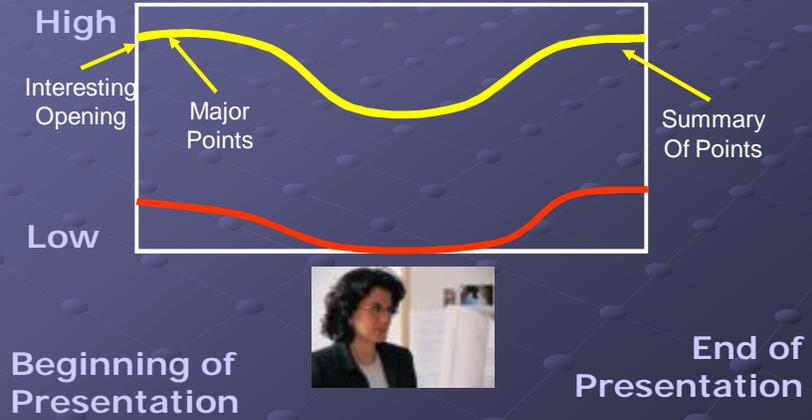
- **Introduction**
 - Capture Attention
 - Create Need
- **Preview** Main Parts of Presentation
- **Main Body**
 - Key sections with supporting material
- **Review** of Main Parts or Summary

Introduction

**Only 30 - 60 Seconds to
Make First Impression**



Audience Attention & Memory Curve



How Do You? Capture Audience Attention



How Do You Capture Their Attention?

- Use the Unexpected
- Use of Questions
- Use Demonstration



Unexpected Information

Walgreens



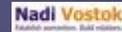
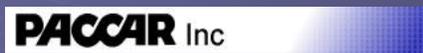
DELL™



Use of Questions



Demonstrations



Demonstrations



Preview Your Speech! Major Points?

Your preview = a table of contents.

"I'm going to present three major points in the next 50 minutes. They are:

- 1)
- 2), and lastly
- 3)....."



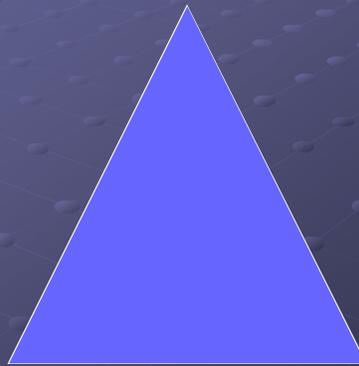
Framework for Presentation



Purpose/Goal
Point B



Audience
Point A



Message
Key Parts

Body of Speech

Transition

One point to Next

Use **WIIFY**. Prevents Lapse in
Attention

Purpose – Clear Point
Audience – Benefits

Audiences Forgive Too Long, Too
Detailed, and No Clear Flow.

How to Conclude Your Speech!

Review

What **Main Points** Were

Framework for Presentation



Purpose/Goal

Point B



Audience
Point A



Message

Connect
Agenda
WIIFY

To Take Away From This Workshop

How to Create Clear Point & Audience Benefit

- Know **Point A & Point B**
- Who is Audience
 - Their **Concerns**
 - How will your presentation **Benefit** them?
- Will you **Capture their Attention?**
- Will you **Preview** the Presentation?
- Will you **Review** the Presentation?

**Use These Points
You Will Be Relevant
to Your Audience**



How to Create Belief in Your Presentation?



Safeco Insurance



ERNST & YOUNG
Quality In Everything We Do



Starbucks Coffee



COSTCO
.COM