



Institute
and Faculty
of Actuaries

Getting Your Message Across

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Executive Ladder

Professional

- Technical competence
- Experience
- Commitment



Executive

- Leadership
- Presentations
- Effective writing
- Interactions
- Dress and grooming

Agenda

Manage your:

- Professional self
 - Information
 - Audience
-

Your Materials





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Your Physical Manner



Survey Results

How others judge you

- Words 7%
- Voice 38%
- Non-Verbal 55%



Your Manner at Meetings

- Open
- Involved
- Responsive
- Supportive



Communicating Openness

Focus your eyes

You look:

- Involved
- Trustworthy
- Friendly



Stay Present

Thinking



Internal Loop

Communicating



External Loop

Be Responsive & Supportive

- Vocally
 - Speak clearly with a conversational tone
- Facially
 - Project interest and empathy
 - Match expression to your words

Project an Involved Posture

- Place feet on the floor
 - Sit with spine straight
 - Sit on front 2/3 of chair
 - Place hands and forearms apart and above table
 - Use gestures to show size, movement, and feelings
-

Your Telephone Manner

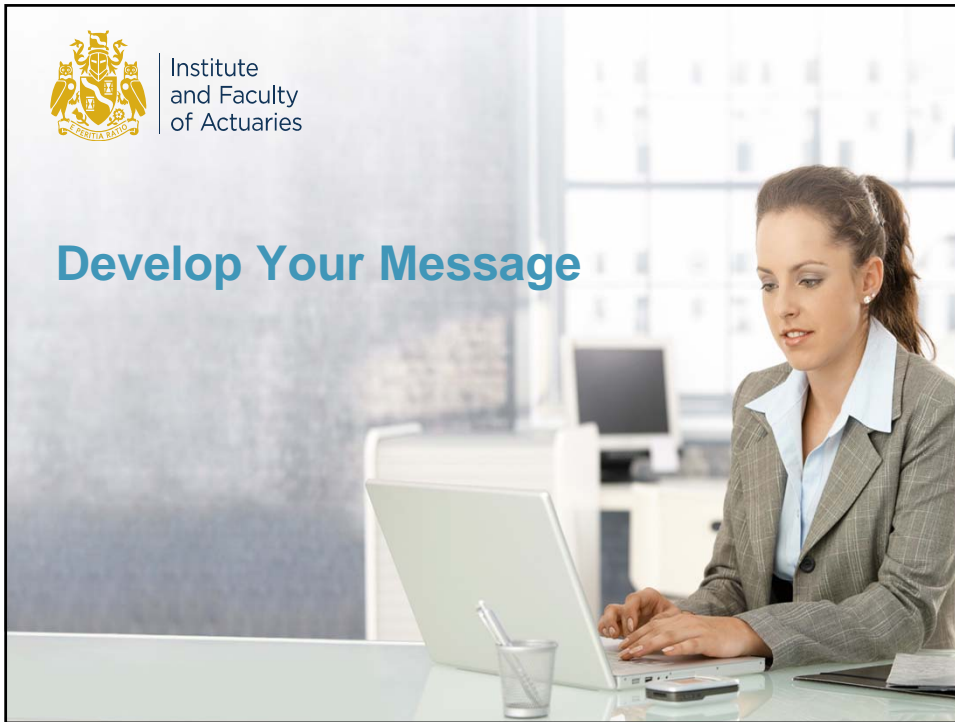
- Speak slowly
- Vary pitch
- Use people's names
- Be enthusiastic
- Smile





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Develop Your Message



What Business Audiences Remember

- Were their questions answered?
- Were you credible?
- Were you clear?



Analyze Your Audience

- Who are they?
 - What are their motivations and priorities?
 - How do they feel about the topic?
 - What questions might they have?
-

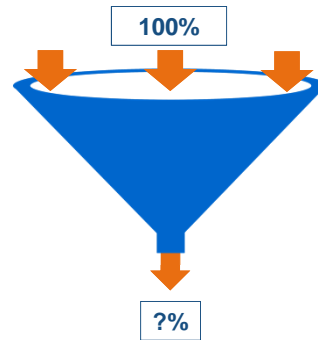
Do Your Homework

- Gather facts
- Collect stories
- Research alternative options



Design Audience-Friendly Visuals

- Lead with heading
- Use text sparingly:
 - Key word phrases
 - 6 x 6 guideline
- Apply colors and fonts consistently
- Balance text and visuals
- Use separate technical support documents if required



Persuasive Roadmap

Context or Hook <ul style="list-style-type: none"> • Problem • Fact or statistic • Dramatic image 	Recommendation <ul style="list-style-type: none"> • Brief • Specific • Memorable 	Benefits <ul style="list-style-type: none"> • Time • Feelings • Money 	Proof – Benefit #1 <ul style="list-style-type: none"> • Facts or statistics • Example or image • Story
Proof – Benefit #2 <ul style="list-style-type: none"> • Facts or statistics • Example or image • Story 	Proof – Benefit #3 <ul style="list-style-type: none"> • Facts or statistics • Example or image • Story 	Summary <ul style="list-style-type: none"> • Recommendation • Benefits 	Next Steps <ul style="list-style-type: none"> • Who? • What? • When?



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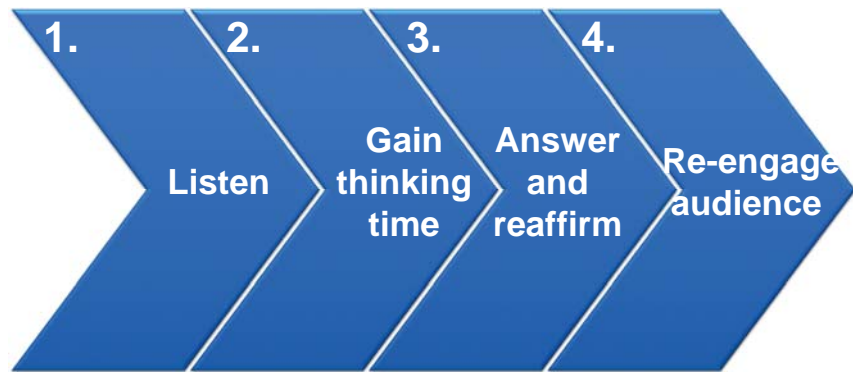
Control Questions and Answers



**Suppose they ask me something
I don't know?**

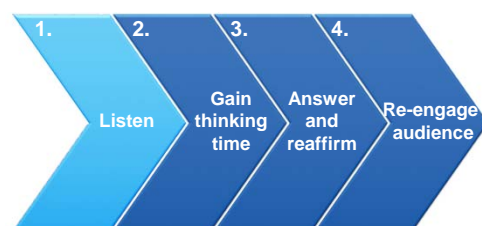


Follow Four Steps



Step 1: Listen

- Focus on the questioner
- Stand or sit in an open position
- Nod gently and lower your chin
- Listen to the entire question



Step 2: Gain Thinking Time



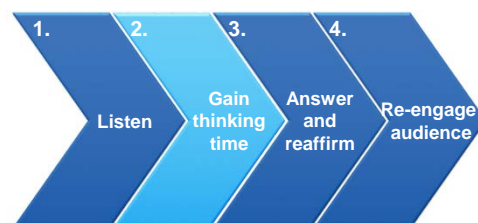
Speaking rate
150 WPM



Thinking rate
10X faster

Thinking Time Techniques

- Repeat
 - Complete or partial
- Rephrase
 - Capture the essence
 - Turn negative into neutral



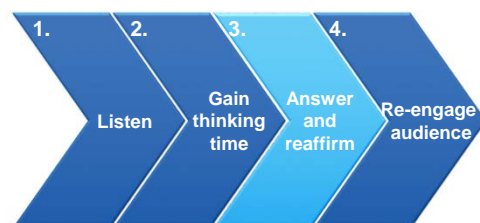
Thinking Time Techniques

Lead-ins

- Generic
 - “You raise an interesting point.”
 - “That’s a valid concern.”
 - “Thanks for asking.”
 - Tailored
 - “**Timing** is important to all of us.”
 - “We’ve also thought about **next steps**.”
 - Successful lead-ins require variety and sincerity
-

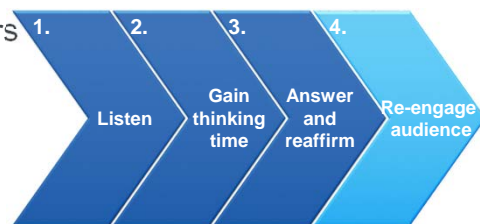
Step 3: Answer and Reaffirm

- Respond with 2-3 sentences
- Connect to key messages
- Stand or sit still
- Use expressive body language



Step 4: Re-Engage the Audience

- Ask for next question or perspective:
 - “Other questions?”
 - “How does that sound?”
 - “What are your thoughts?”
- Pause for a response
- Involve key decision makers
- Thank and conclude



Summary

Manage your:

- Professional self - on the phone or in person
- Information - less can be more
- Audience - Q&A

Questions

Comments

Expressions of individual views by members of the Institute and Faculty of Actuaries and its staff are encouraged.

The views expressed in this presentation are those of the presenter.

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Tell a Hero Story

- True story
- Work or home
- When someone said thank you



Assessing Your Manner Exercise

- Form groups of three
 - Tell hero story
 - Speaker projects open, friendly manner
 - Listeners count and raise hand at 5 seconds
 - Receive feedback and switch
 - Eyes
 - Posture
 - Gestures
 - Voice, face
-

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