



GIRO
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Presenting to the bored

13/10/2011



What am I going to tell you?

Key points

- 1) Remember the key purpose of your presentation
- 2) Always remember the basics
- 3) The core message is the most important part
- 4) Innovative ways of communicating



1) Remember the key purpose of your presentation

What is the purpose of a board presentation?



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- ~~• To impart some key messages to the audience, so that they remember them, and the messages have an impact~~
- To demonstrate how well we know the subject and how hard we have worked
- To teach the audience our actuarial terms and concepts
- To show what we have done (and then the last slide says why we have done it, and the implications)

Pitfall: We prove how well we know the subject, how hard we have worked

- Don't show off, leave your actuarial ego at the PC
 - You are there because you are already acknowledged as good, now get the simple message across
 - “If you can't explain it simply, you don't understand it well enough” – Albert Einstein

Pitfall: We teach the audience our actuarial terms and concepts

- Boards don't want to learn a new language, they just want plain English.
- One party will need to translate; you need to do the hard work for them, moving from our language into theirs.
- What makes your board members tick, how can you use that to your advantage?

We say	They say
Distribution of the 1 year change in net shareholder funds	Chance we will make a loss this year

Pitfall: We feel the need to show most of what we have done

- We can focus too much on the activities rather than the results and implications, but don't waste the board's time on your job
- “I ask you for the time, and you tell me how to build and then read a watch. Just tell me the time!”
- Professionalism doesn't mean giving ALL the info, it means giving the important info

What is the purpose of a presentation?

- To impart some key messages to the audience, so that they remember them, and the messages have an impact
- ~~To demonstrate how well we know the subject and how hard we have worked~~
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What is the purpose of a presentation?

- To impart some key messages to the audience, so that they remember them, and the messages have an impact
- A presentation is only successful if people leave the room carrying the key points with them



2) Always remember the basics

The basics

- There are some simple basics which everyone should know
 - a) The 10 o'clock news
 - b) Simplicity is key
 - c) Repetition, repetition, repetition
 - d) Get your audience involved
 - e) Be the professional you are
 - f) Everyone judges a book by its cover

a) It's “the 10 o'clock news”!

Section		
Say what you're going to say	Here are the headlines: Greece crashes, GDP is down, unemployment is up	Here is what I am going to be talking to you about today
Say it	Talk through each story in turn	Talk through each item in turn
Say what you've said	A recap of the headlines: Greece crashes, inflation is down, unemployment is up	So here is what I have told you about

a) It's "the 10 o'clock news"!

Section	Newsreader	
Say what you're going to say	Here are the headlines: Greece crashes, GDP is down, unemployment is up	Here is what I am going to be talking to you about today
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Say what you've said	A recap of the headlines: Greece crashes, inflation is down, unemployment is up	So here is what I have told you about

b) Simplicity is key

- “Make it as simple as possible, but no more than that”.
- Too much detail is like pouring too much water into a funnel
 - It takes time and patience
 - If you try to move them too fast, they will get frustrated and give up

c) Repetition, repetition, repetition

- Repeat things
- Repeat things
- Repeat things

d) Get your audience involved

- Tell me and I will forget.
Show me and I might remember.
Involve me and I will understand.

Proverb

- Know your audience
- Ask them what they expect / want to learn

e) Be the professional that you are

- Be honest, brief and direct
- Speak slowly and clearly
- Feel confident. Audience takes its cues from you.
- Be enthusiastic. If you don't appear to love your topic, I won't.

f) Everyone judges a book by its cover

- The look of the presentation is so important
 - Consistent fonts and colours
 - No spelling mistakes
 - Use graphics, visuals
- Content never (!) dwarfs delivery

Always remember the basics

- There are some simple basics which everyone now knows
 - a) The 10 o'clock news
 - b) Simplicity is key
 - c) Repetition, repetition, repetition
 - d) Get your audience involved
 - e) Be the professional you are
 - f) Everyone judges a book by its cover



3) The core message is the most important part

The core message

- The core message is the take-away, the conclusion
 - The most important part of the presentation
- The core message must be tailored to your audience's needs
- Don't plan the presentation from start to finish
 - Start with the end

Core message depends on the audience's perspective

Audience	Perspectives may be:
The board	High level What are the implications What drives shareholder value What are the key risks in our strategy
The regulator	Wants comfort risks being managed Wants to see robust processes Ensure compliance with regulation See a stable business

Core message: Use their perspective to understand their triggers

- The board will say the presentation is brilliant if
 - They walk away with the 5 key things to remember
 - Demonstrated the choices with implications
 - Helped them run the business better

Like to hear 😊

Business arguments
Commercial awareness
Slick communication

Hate to hear 😞

Jargon
Theory
Pet projects

Core message: Use their perspective to understand their triggers

- The regulator will say the presentation is brilliant if
 - Key risk management processes have no gaps
 - They have a sense of confidence in the business
 - It's a believable high level plan for stability

Like to hear 😊

Real successes
Visible progress
Taking responsibility

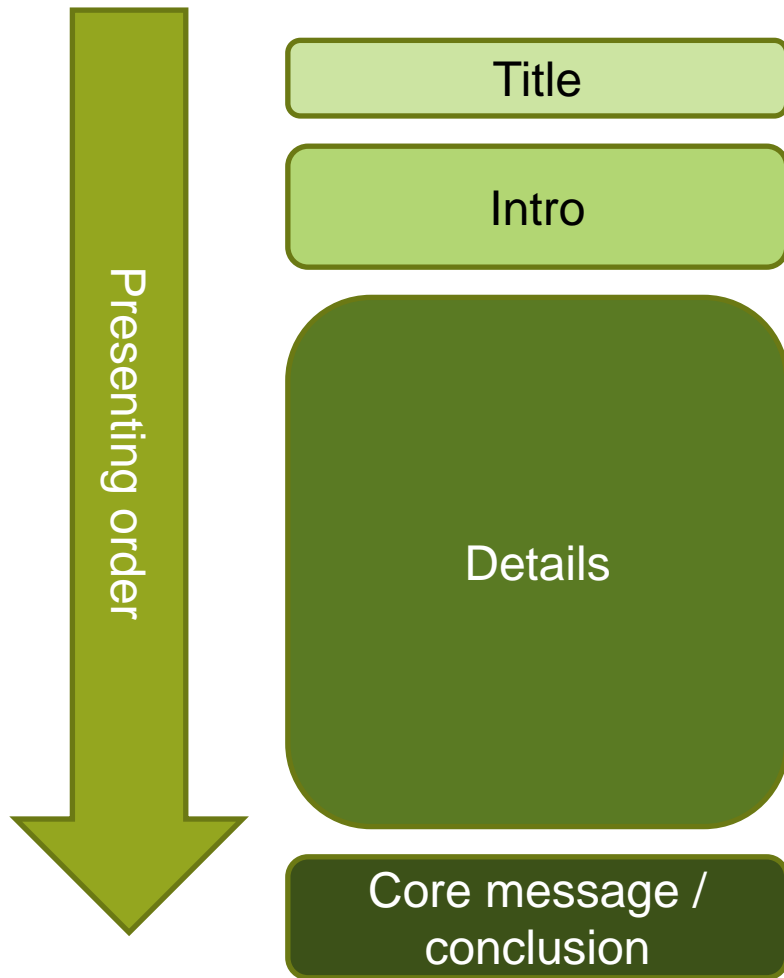
Hate to hear 😞

Problems with no solutions
Surprises
Seems like a cover up

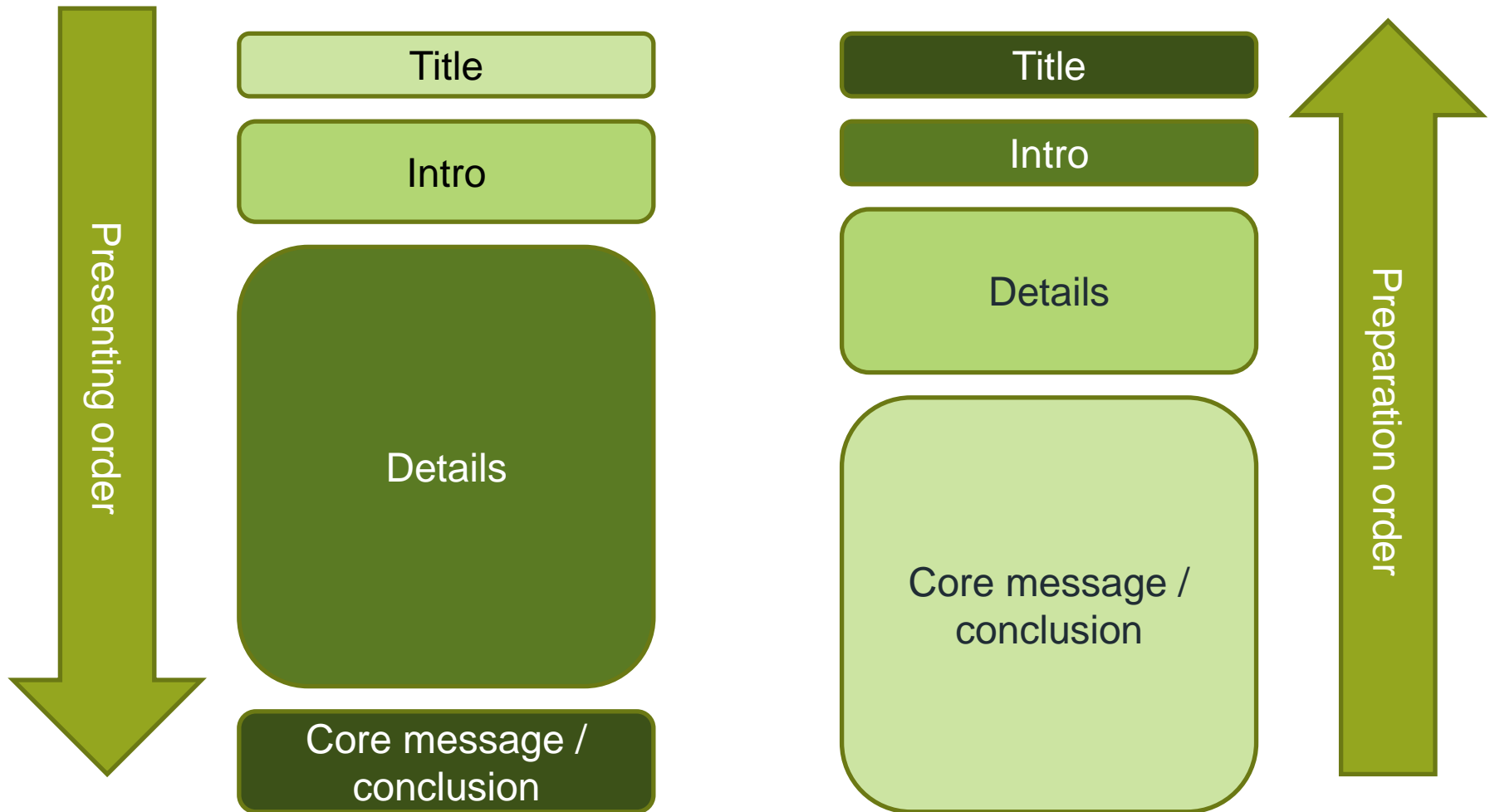
Core message: This audience

- The audience will say the presentation is brilliant if
 - Not too detailed (may have hang-overs)
 - Doesn't require mental gymnastics (its 9am)
 - Doesn't reference Solvency 2 (we're bored already)
 - Has a few key take-aways

Presenting the talk



Preparing the talk



We've talked about the core message

- The core message is the take-away, the conclusion
 - The most important part of the presentation
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4) Innovative ways of communicating

iPresentations – a brave new world

- World is starting to get creative and daring
- Will show some examples of things I'm inspired to use in my technical presentations
 - Visuals
 - Comics
 - Data visualisation

Visualisation

I picked a paper at random:

ERM for Emerging Risks in General Insurance - George C. Orros

12 Oct 2010 – GIRO 2010

Summary: *“The paper is focussed on ERM and strategic business management for general insurance companies in our world of “unknown unknowns” and the emergence of unexpected risks over time. Consideration has been given to how the CRO (Chief Risk Officer) can focus, with an ERM (enterprise risk management) framework on “risk and opportunity management”, balancing risks against opportunities, whilst being resilient against “unknown unknowns” and their emergence over time as “known unknowns” and “known knowns”. The findings were based on case studies of “unknown unknowns” and their emergence over time as “known unknowns” and “known knowns”. Consideration was given the “lessons learned” and the “early warning indicators” that could (and perhaps should) have been used in order to detect the emerging risks in a timely manner and could have influenced the CRO function to have taken appropriate remedial action. For each case study, a time line” was prepared to record the emerging events (and management reactions) over time.”*

Visualisation

To give a flavour of the paper in a presentation, try a word-cloud: “ERM for Emerging Risks in General Insurance”



Graphics and comics

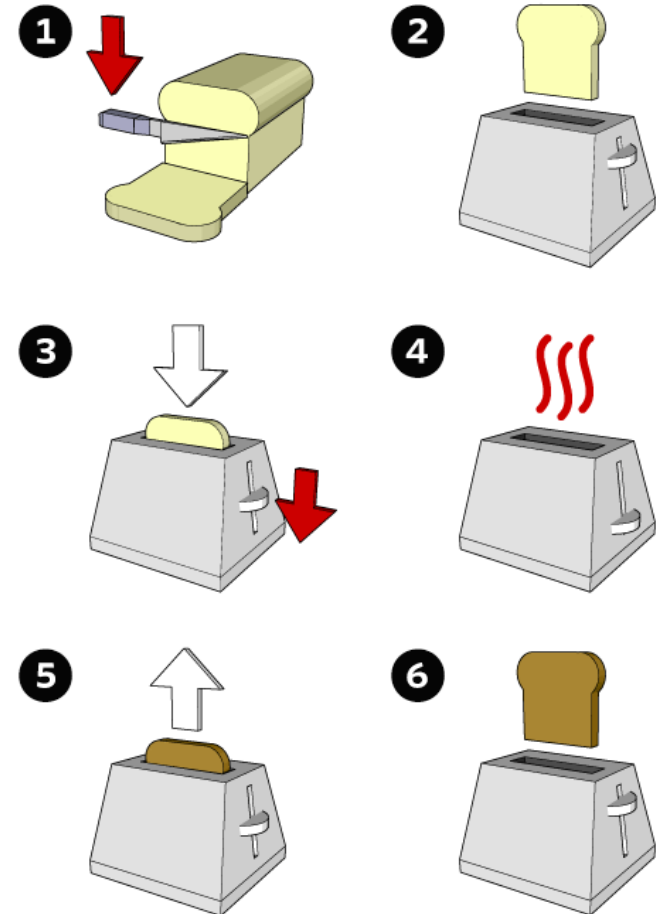
How do you make toast?

First, you cut a slice of bread using a sharp bread knife. The bread slice shouldn't be too thick, and should be sliced cleanly down the short end of the loaf. It should be the right size to fit into the toaster. You then place the slice of bread into the toaster, usually with the rounded side upwards, and push the lever on the side of the toaster down. This should make the bread disappear into the toaster. The toaster should be plugged into the wall, and if it is on then some heat will start to come out the top where you have put the bread in. You need to wait a while until the toast browns nicely. Once it has reached the set time, the toaster will automatically pop the slice of bread back up out of the toaster...

Graphics and comics

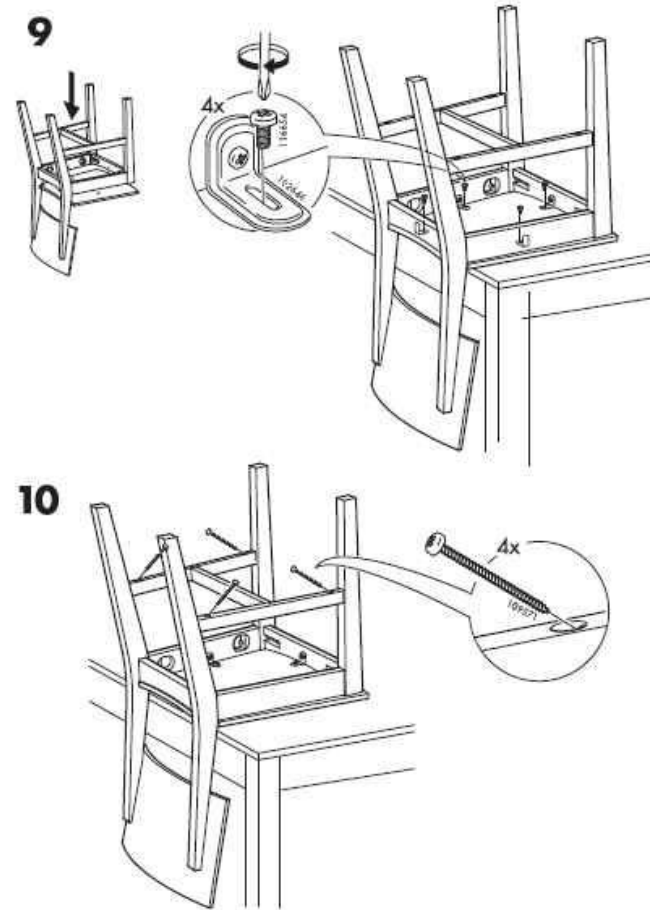
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Graphics and comics

“Think Ikea”



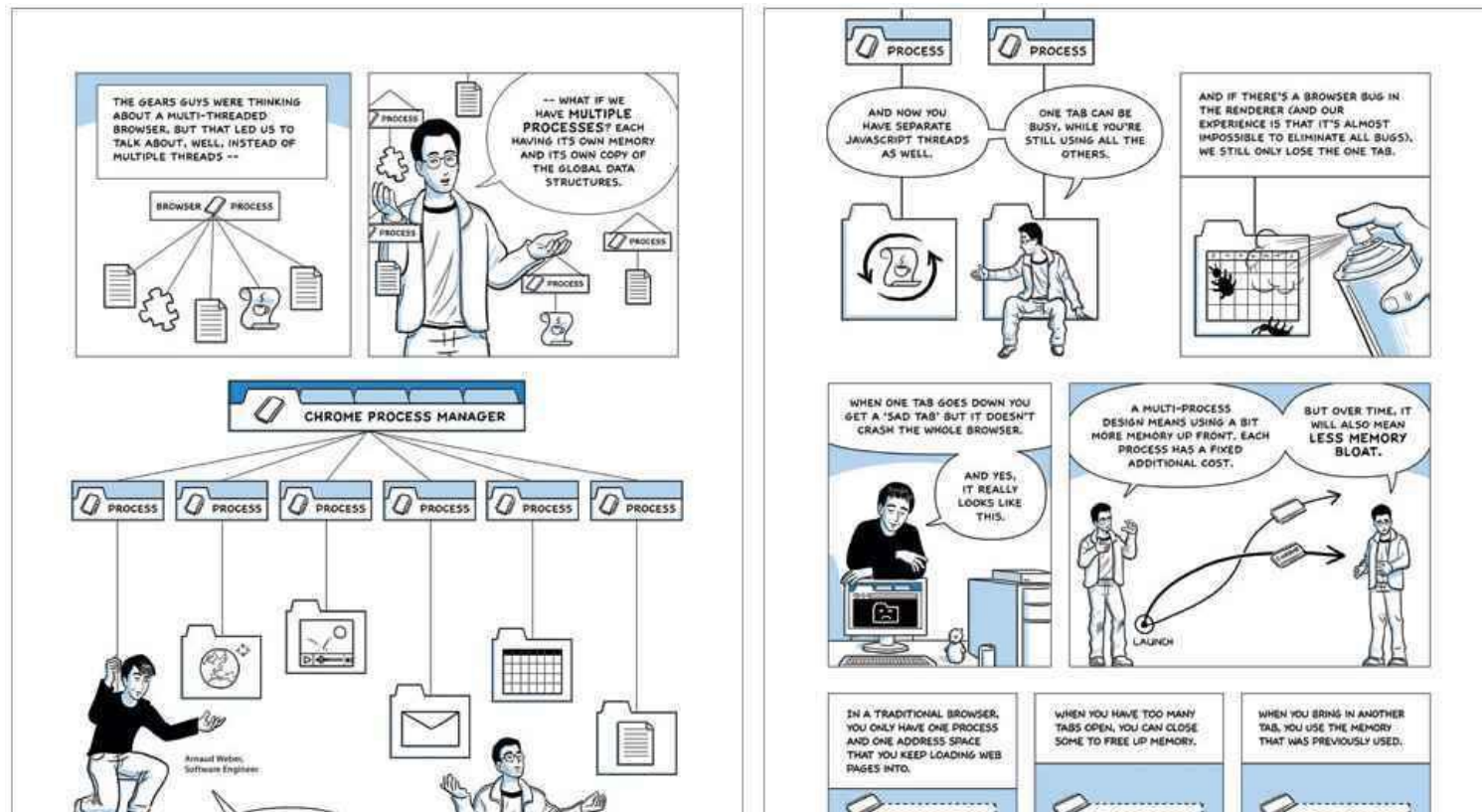
Graphics and comics

- Metaphors: Graham Flucher's cartoon from yesterday – fantastic!



Graphics and comics

- What would Google do? This is their “Chrome” description manual



Data visualisation

- YouTube video of Hans Rosling on “200 countries”

iPresentations – a brave new world

- I'm going to start getting creative and daring!
- Have shown some examples of things I'm inspired to use in my technical presentations
 - Visualisations
 - Comics
 - Data visualisation



Presenting to the bored

Lets start at the very beginning

Key points

- 1) Remember the key purpose of your presentation
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References

- Hans Rosling's 200 countries: www.youtube.com/watch?v=jbkSRLYSojo
- WordClouds: <http://www.wordle.net>
- Google Chrome manual: <http://www.google.com/googlebooks/chrome/>
- Some sites where I got some ideas:
<http://www.stoyko.net/smithysmithy/archives/19>
<http://www.hyperion.ie/Presenting%20R&D.PDF>
<http://www.presentation-pointers.com/showarticle/articleid/64/>
<http://sixrevisions.com/project-management/how-to-get-your-ideas-across-to-clients/>
<http://outthinkgroup.com/tips/four-keys-to-explaining-complex-ideas>

Questions or comments?

Expressions of individual views by members of The Actuarial Profession and its staff are encouraged.

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

