



Institute
and Faculty
of Actuaries

Gaining buy-in when you present

Jeremy Lazarus

Director, The Lazarus Consultancy Ltd



5 December 2013. © The Lazarus Consultancy Ltd 2013

What we will cover

- Why is this topic useful for you? Why are you here?
- Assumptions about you when you present
- Structuring a presentation
- Some tips to engage your audience
- Exercise
- Other tips



5 December 2013. © The Lazarus Consultancy Ltd 2013



Institute
and Faculty
of Actuaries

2

Why is this topic so useful?

- People 'buy' people
- Prospective clients ('beauty parade')
- Existing clients
- In-house presenting
- Engaging presenters are asked to present more
- The more senior you are, the more you'll present
- Marketing/conference speaking
- Why else are you here?



5 December 2013. © The Lazarus Consultancy Ltd 2013



Institute
and Faculty
of Actuaries

3

Assumptions about you when you present

- You understand the client as an organisation
- You understand the client as individuals, especially the pressures they're under
- You've demonstrated capability as an actuary, that you've done this before



5 December 2013. © The Lazarus Consultancy Ltd 2013



Institute
and Faculty
of Actuaries

4

Structuring a presentation (1)

Presentations are 'easy', aren't they?

- Tell them what you're going to tell them
- Tell them it
- Tell them what you've told them



Structuring a presentation (2)

After the overview/introduction:

- **WHY** is this material useful for the listener? (WIIFM?)
Give them 'teasers' (e.g. savings, extra-ordinary performance, special benefits), to provoke curiosity
- **WHAT**: Deliver the information
- **HOW**: experiential aspects. Involve the audience, perhaps a discussion
- **WHAT IF**: Discussion, discuss the future aspects

(Known as the '4-MAT'. Bernice McCarthy)



Some tips to engage your audience

- Start the main presentation with the **WHY** segment
- Ask the client how they want to proceed, e.g.
 - Go through the full presentation?
 - Client asks questions?
 - Cover only aspects that the client requests?
- Use a combination of pictures/diagrams, discussion and client/audience involvement. Use stories
- Ask questions/talk about the client



5 December 2013. © The Lazarus Consultancy Ltd 2013



Institute
and Faculty
of Actuaries

7

Exercise

- Two minutes to prepare an outline of the **WHY** segment to a typical audience at work
- Groups of three. Presenter briefs the 'audience'
- Present the **WHY** segment, and ask how they would like to proceed (give three (or more) options)
- Audience feedback: What you liked (be specific). One thing to make it even better. Overall positive comment
- Repeat twice, so everyone gets the chance to present

Maximum five (4+1) minutes each way, including feedback



5 December 2013. © The Lazarus Consultancy Ltd 2013



Institute
and Faculty
of Actuaries

8

Some other tips

- Prepare by putting yourself in the audience's shoes
- Be 'interested' rather than 'interesting'
- Listen
- Build rapport (matching, mirroring)



5 December 2013. © The Lazarus Consultancy Ltd 2013



Institute
and Faculty
of Actuaries

9

Questions?

Jeremy Lazarus

jeremy@thelazarus.com. www.thelazarus.com

020 8349 2929

- Coaching
- Communication, management and presentation skills training
- Books & e-books
- Audio & visual learning



5 December 2013. © The Lazarus Consultancy Ltd 2013



Institute
and Faculty
of Actuaries

10