

The Actuarial Profession

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Part VII Transfers – Fair or Foul?

Kate Angell

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No Power... and very little Point

HOW many times have you put together a flashy PowerPoint presentation only to see your audience nod off as soon as you open your mouth?

Anyone who has attended one of these talks ends up bored with screens full of charts, messages in CAPITAL LETTERS, meaningless mission statements and lists of proposals in snappy bullet points, a study shows.

The real problem is the human brain simply cannot cope with processing information coming from a screen and a voice at the same time.

What tends to happen is the speaker, often a nervous executive or trainer, merely repeats the same words on the slides. And that kind of repetition makes the brain switch off, according to researchers at the University of New South Wales.

Tony Blair and Bill Clinton are considered among the best speakers. The trick is they keep it simple by appearing to speak to their audience 'off the cuff'.

'The use of PowerPoint has been a disaster. It should be ditched,' said head researcher Prof John Sweller.

'It can backfire if the information on the screen is the same as that which is spoken because the audience's attention will be split between the two.'

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What?

Why?

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Foul?

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Fair?

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Current issues?

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