Getting Your Message Across
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Executive Ladder

Executive
• Leadership
• Presentations
• Effective writing
• Interactions
• Dress and grooming

Professional
• Technical competence
• Experience
• Commitment
Agenda

Manage your:
- Professional self
- Information
- Audience

Your Materials
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

Communicating

Internal Loop

External Loop

Be Responsive & Supportive

• Vocally
  – Speak clearly with a conversational tone

• Facialy
  – 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

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Your Telephone Manner

- Speak slowly
- Vary pitch
- Use people’s names
- Be enthusiastic
- Smile
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
- Problem
- Fact or statistic
- Dramatic image

Recommendation
- Brief
- Specific
- Memorable

Benefits
- Time
- Feelings
- Money

Proof – Benefit #1
- Facts or statistics
- Example or image
- Story

Proof – Benefit #2
- Facts or statistics
- Example or image
- Story

Proof – Benefit #3
- Facts or statistics
- Example or image
- Story

Summary
- Recommendation
- Benefits

Next Steps
- Who?
- What?
- When?
Suppose they ask me something I don’t know?
Follow Four Steps

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

2. **Gain thinking time**
3. **Answer and reaffirm**
4. **Re-engage audience**
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
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.

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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