Presenting to the bored

GIRO
Adrian Ericsson
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.
What is the purpose of a board 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.
- 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?

<table>
<thead>
<tr>
<th>We say</th>
<th>They say</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distribution of the 1 year change in net shareholder funds</td>
<td>Chance we will make a loss this year</td>
</tr>
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</table>
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?

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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
## Section

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<thead>
<tr>
<th>Say what you’re going to say</th>
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<tr>
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a) It’s “the 10 o’clock news”!

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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

<table>
<thead>
<tr>
<th>Audience</th>
<th>Perspectives may be:</th>
</tr>
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</table>
| 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

<table>
<thead>
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<tr>
<td>Business arguments</td>
<td>Jargon</td>
</tr>
<tr>
<td>Commercial awareness</td>
<td>Theory</td>
</tr>
<tr>
<td>Slick communication</td>
<td>Pet projects</td>
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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

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<td>Real successes</td>
<td>Problems with no solutions</td>
</tr>
<tr>
<td>Visible progress</td>
<td>Surprises</td>
</tr>
<tr>
<td>Taking responsibility</td>
<td>Seems like a cover up</td>
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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

- Title
- Intro
- Details
- Core message / conclusion

Presenting order
Preparing the talk

Title

Intro

Details

Core message / conclusion

Title

Intro

Details

Core message / conclusion
We’ve talked about 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
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
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.”
To give a flavour of the paper in a presentation, try a word-cloud: “ERM for Emerging Risks in General Insurance”
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...
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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

Let's start at the very beginning
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
References

• Hans Rosling’s 200 countries: www.youtube.com/watch?v=jbkSRLYSooj

• 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.