Plenary 3 – 'Talking the Talk

Chair: Martin Mulcare

Speakers: Michael Stumbles, Kit Ng, Con Asvestas, Jefferson Gibbs

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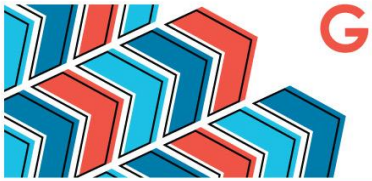

GETTING THE EDGE

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Talking the talk

Michael Stumbles

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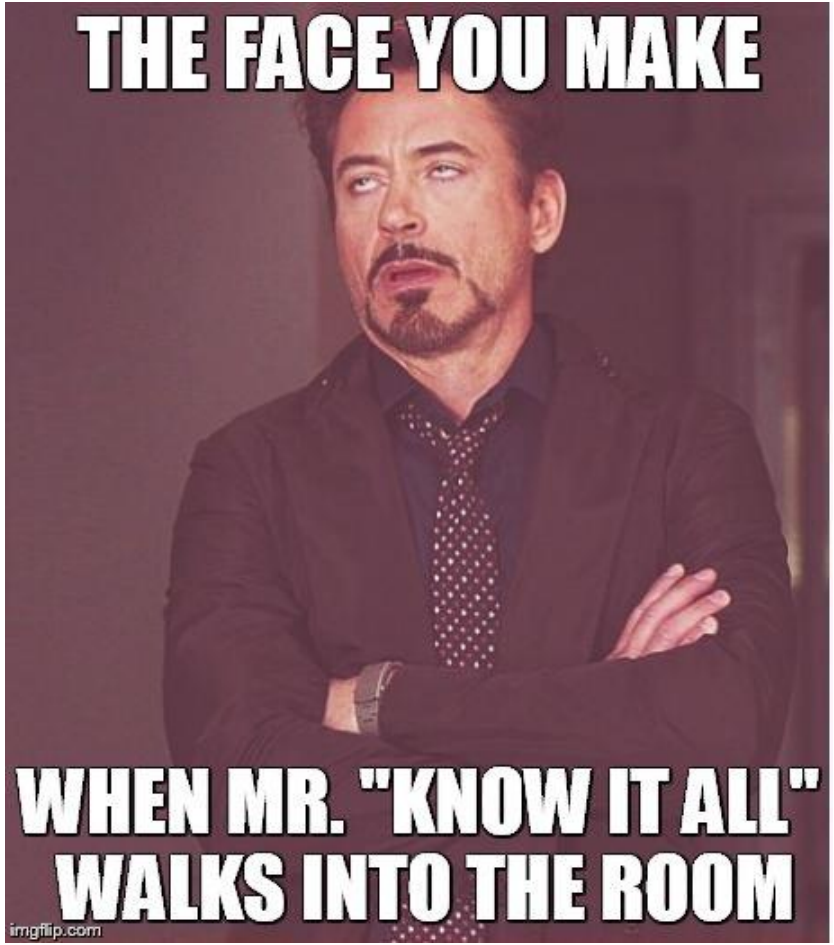
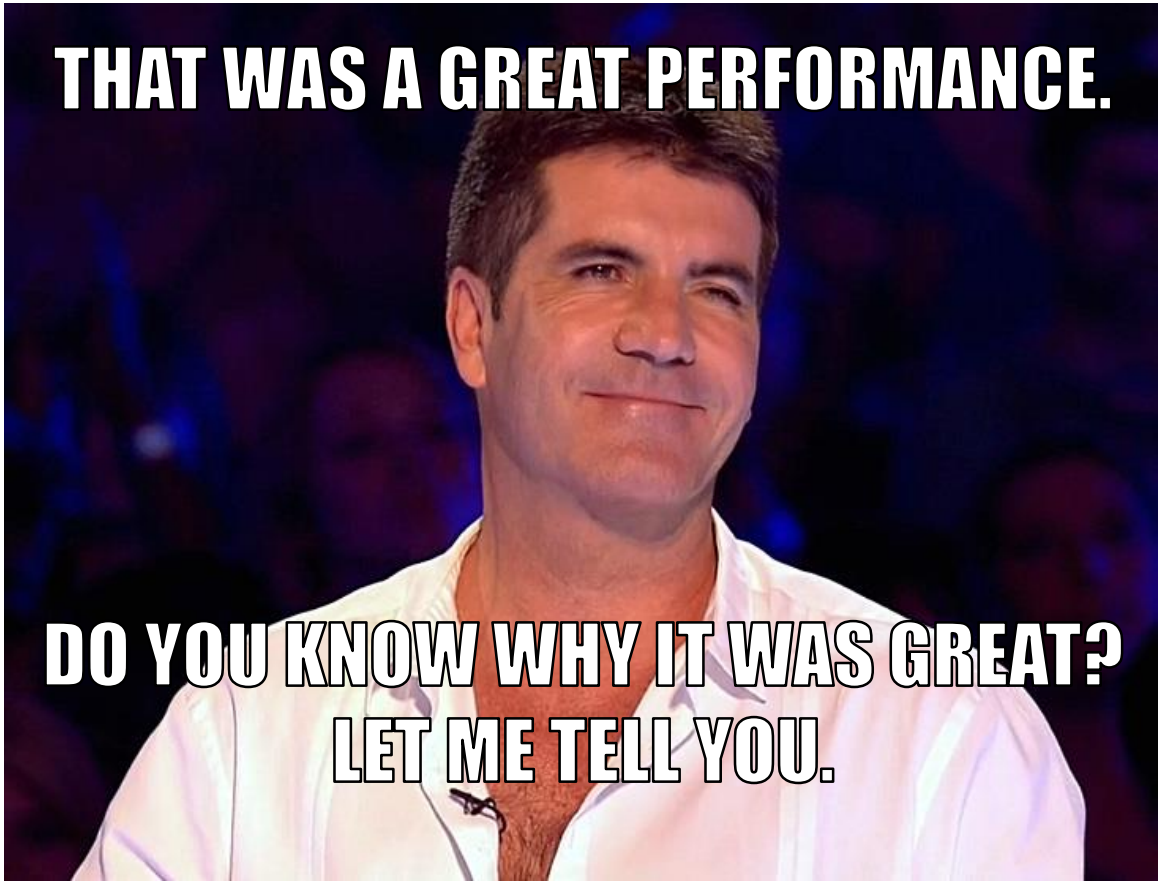

THE FACE YOU MAKE
WHEN MR. "KNOW IT ALL" WALKS INTO THE ROOM
imgflip.com

Why?

WE NEED TO WORK ON YOUR
"COMMUNICATION SKILLS"

I SAID LUNCH
NOT LAUNCH

Clarity


THAT WAS A GREAT PERFORMANCE.
DO YOU KNOW WHY IT WAS GREAT?
LET ME TELL YOU.

WHEN YOU GOT UP THERE YOU WERE ALL LIKE, YOU KNOW,
AND THEN I THOUGHT YOU WOULD BUT YOU DIDN'T AND...
.....BLAH BLAH BLAH BLAH BLAH BLAH
#xfusa
FOX

For more information see “The Pyramid Principle” by Barbara Minto.

Communicating badly, on purpose?

- Pretending, Hiding, Impressing? Is more detail better?

- Example Q: "Does our Trauma Product have the latest stroke definition?"
  - A1: "Currently, there is a project being led by Janette, working with a variety of stakeholders across the business including Pricing, Claims and Underwriting to review the current medical definitions for both in force and new business in line with the new Code of Conduct."
  - A2: "No, not yet."

Motivating Problem Structure

	Motivating Problem
1. XYZ 2. YZX 3. ZXY	Options
	Risks
	Argument and Proposal

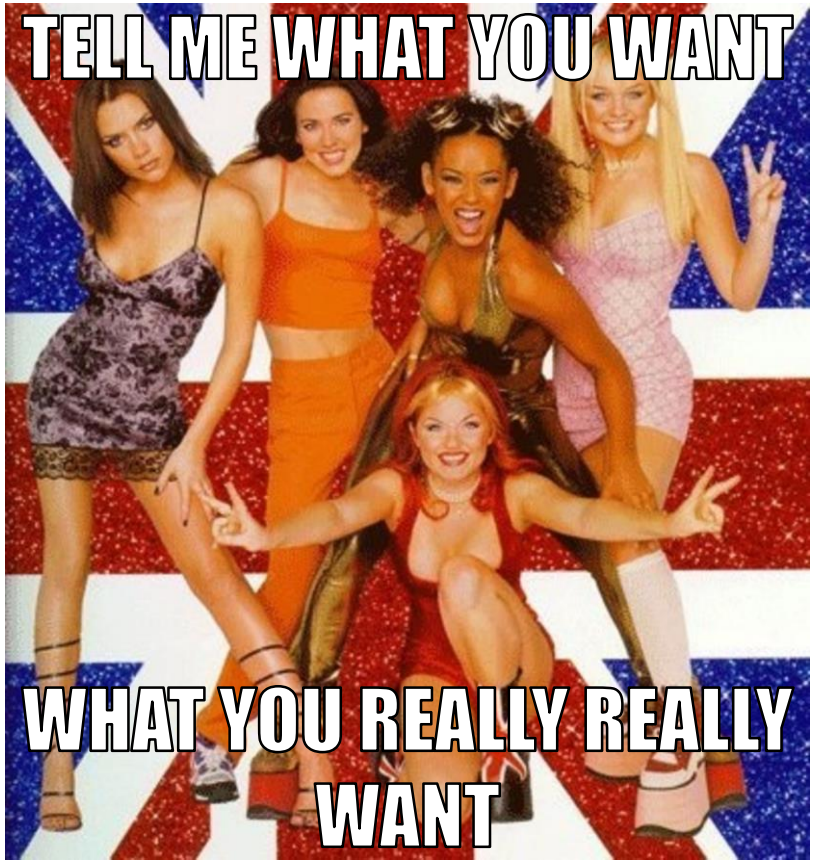
Motivating Problem Structure

Don't forget key message upfront!!

	Motivating Problem
1. XYZ 2. YZX 3. ZXY	Options
	Risks
	Argument and Proposal

TRUE STORY

Influencing

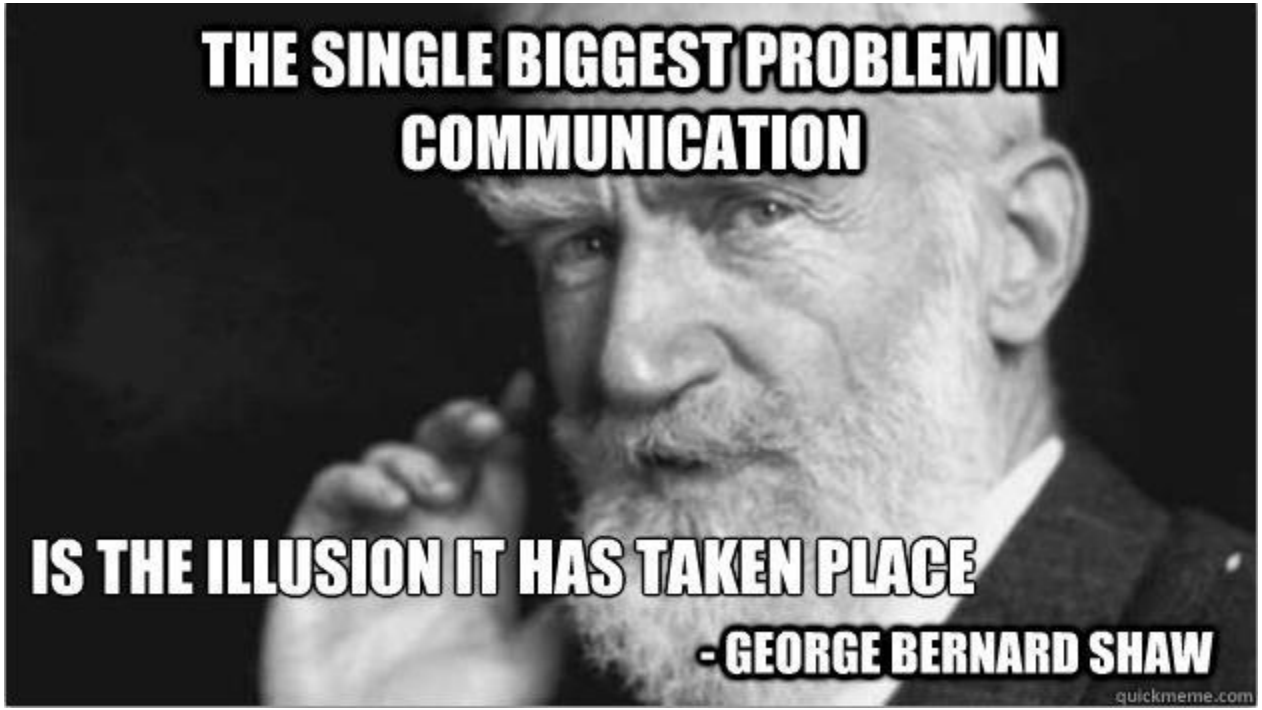

TELL ME WHAT YOU WANT
WHAT YOU REALLY REALLY WANT

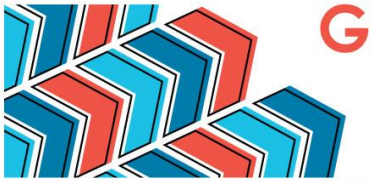
HEY GIRL,
FEEL MY SWEATER.
KNOW WHAT IT'S MADE OF?
BOYFRIEND MATERIAL.

Listening

I LIKE TO LISTEN TO OTHERS IN MY GROUP
LISTENING IS MY FAVORITE!
memegenerator.net

More is usually better


THE SINGLE BIGGEST PROBLEM IN COMMUNICATION
IS THE ILLUSION IT HAS TAKEN PLACE
- GEORGE BERNARD SHAW
quickmeme.com



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#VisualComm

Kit Ng

© KitNg

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A picture says a thousand words

- Napoleon Bonaparte

From: Chief Actuary

To: Kit

Subject: Dashboard

Kit, can you draft a **dashboard on the performance of our retail risk portfolio**?

Who are we designing for?

The different personas.

Understanding our user help us **identify the most valuable information**

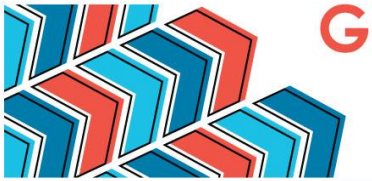
Understanding our user help us
make sound design decisions

Keep it simple and specific.

There will inevitably be some
information beyond the image itself
for the person seeing to find.

- Aldous Huxley

Thank you.



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Impactful presentations

Con Asvestas

© Con Asvestas

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Steps to delivering a presentation with impact

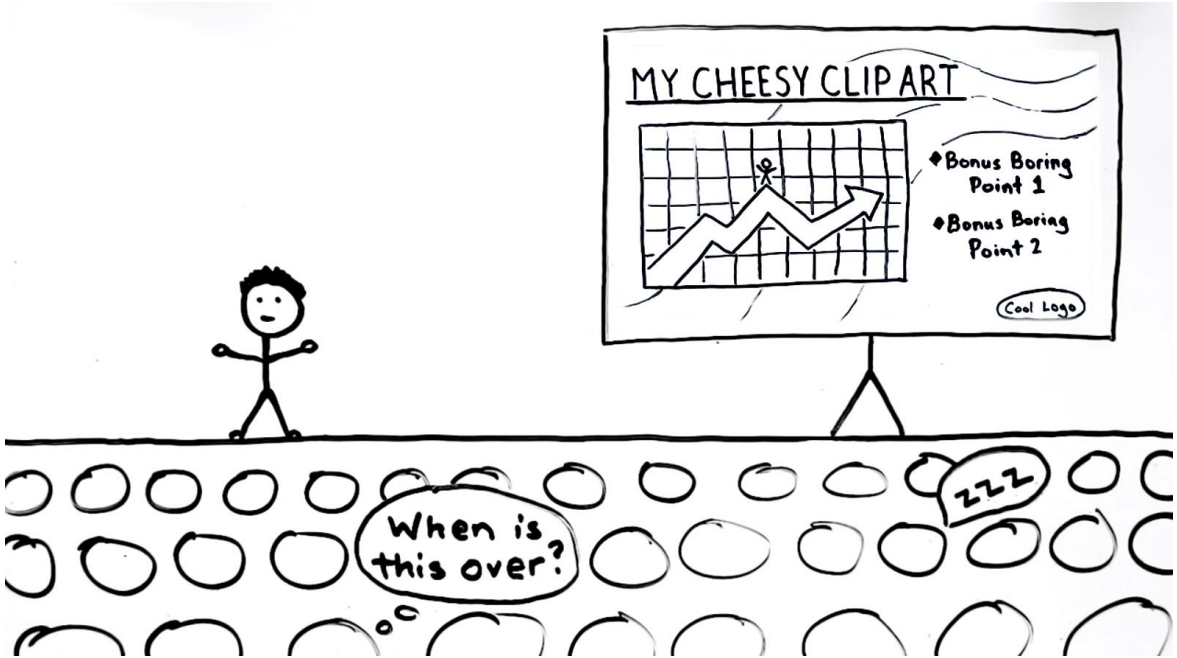
Be immediately **interesting**

Know your **audience**

Shape your **story**

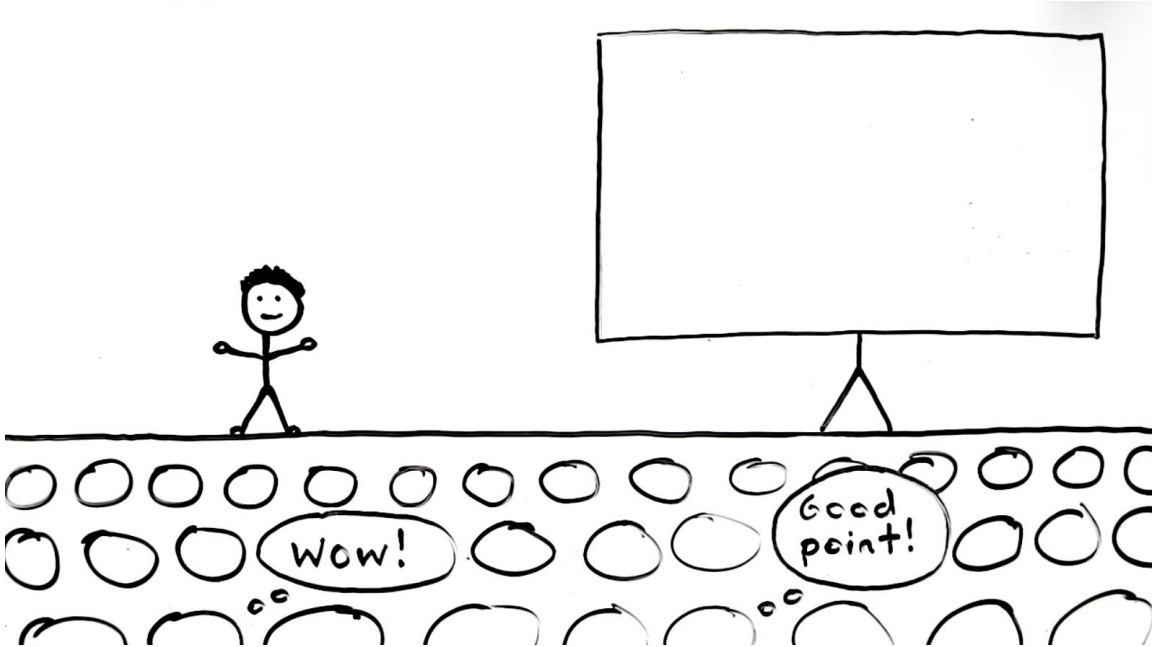
Be immediately **interesting**

- Confident introduction
- State the purpose and/or benefits of listening
- Use an agenda to frame what you will be talking about
- Credible statement



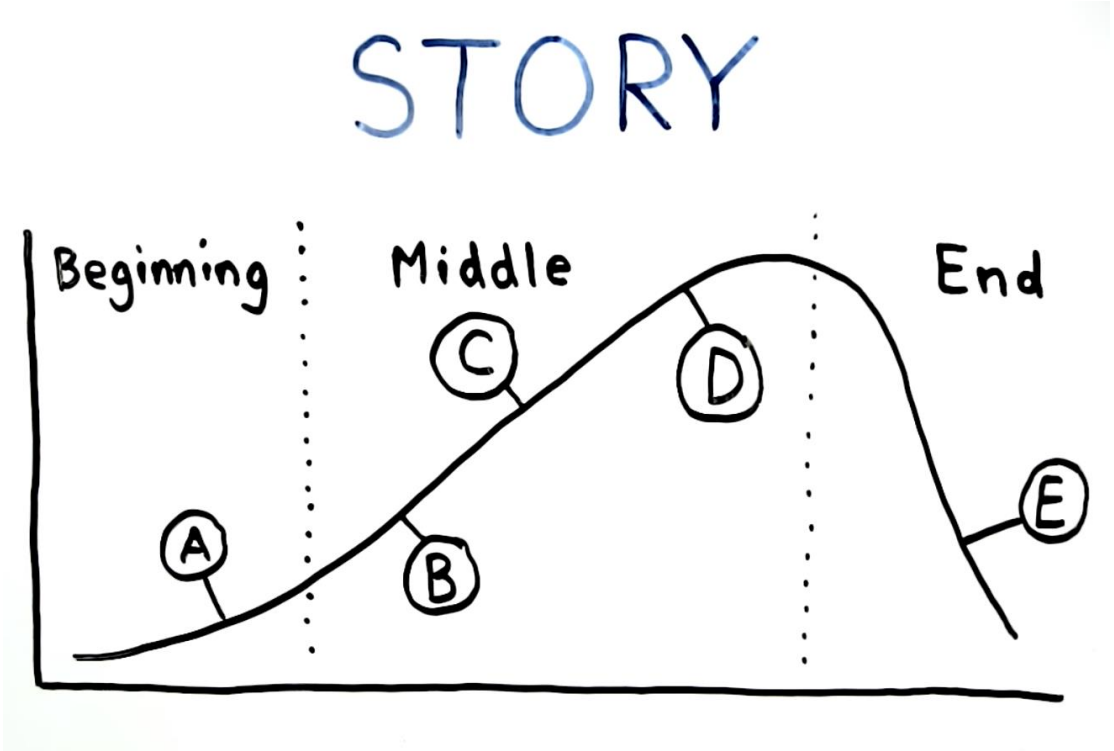
Know your **audience**

- What is their Background?
- What motivates them or keeps them up at night?
- How can you solve their problem?
- How might they question your solution?
- Preferred communication styles



Shape your **story**

- Start with a pen and paper and shape your story
- Establishes an emotional connection with the audience

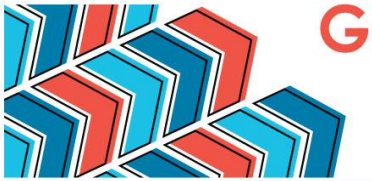


Keep it **simple**

- People can only process one piece of information at a time
- Top down style of communication for your slides

Less is more.

Thank you



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Stakeholder Engagement

(Some practical tips on presenting effectively)

Jefferson Gibbs

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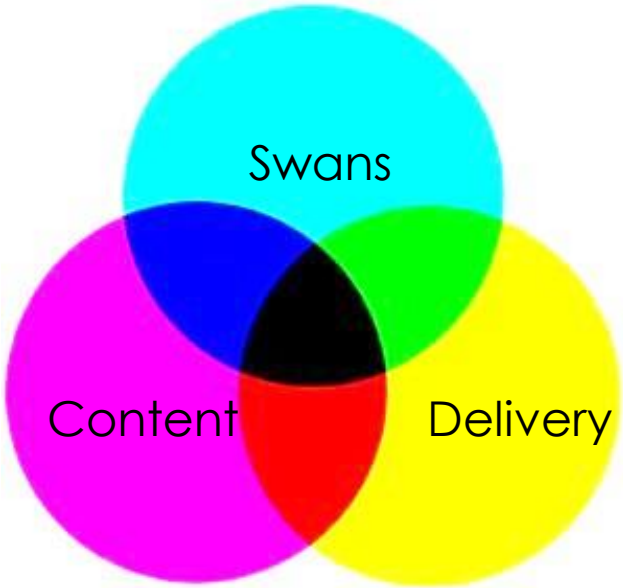
Just three things:



"The suspense is terrible. I hope it will last."

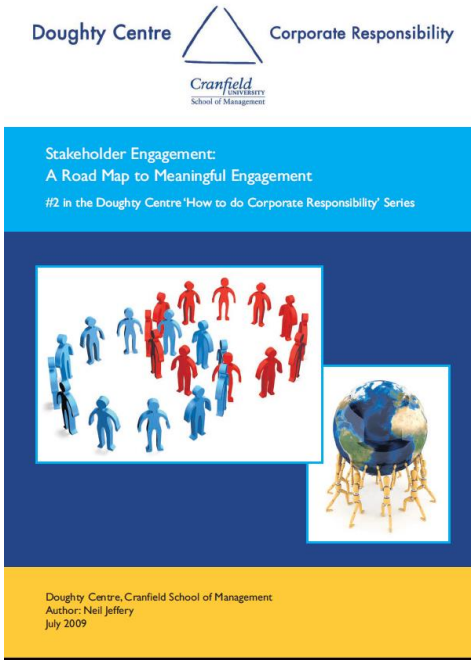
Oscar Wilde

Swans (Underinvested)

- Stakeholder Wants and Need

"If you would persuade, think of interest, not of reason".

Benjamin Franklin



Content
(An overdeveloped strength)

- Less = More
- Also:
  - SWAN's
  - Structure
  - Empathy
  - Intimacy
- It isn't about proving things (except when it is)

"People with poor marks on intimacy get characterised as Technicians."

David H. Maister: The Trusted Advisor

Delivery

- Breathe

- Prepare
- Be helpful not clever
- Practice
- Warm up
- Slow down
- Manage your nerves

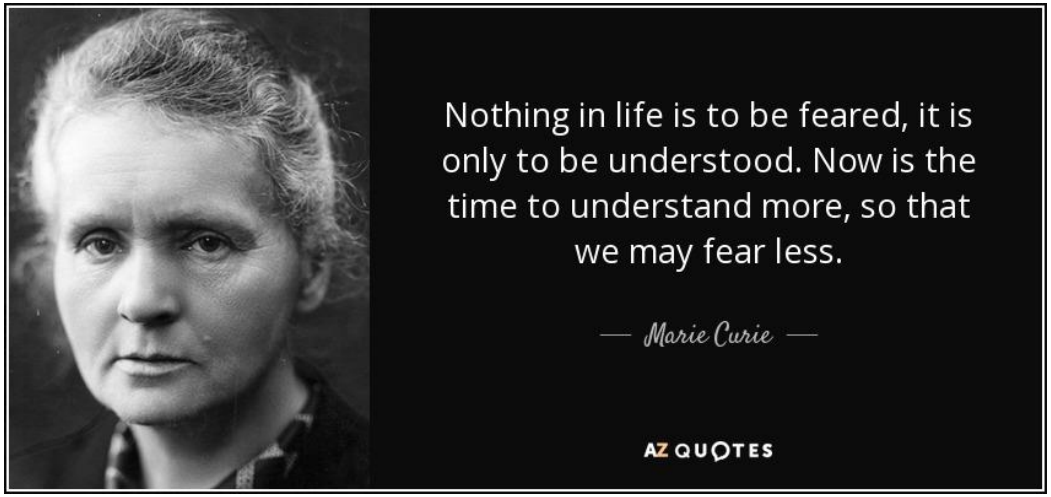
- Breathe

"If I can't hear you at the back, why did I come? More to point, why did you?"

Anon

Recap: The Challenges

- Research SWANS
- "Shorter"
- Face the audience: Speaking, Debating, acting, Singing



Resources and References

- "Stakeholder Engagement: A Road Map to Meaningful Engagement" Neil Jeffrey July 2009
- "Speeches That Changed the World" Pier 9 Publishing
- "The Trusted Advisor" David H. Maister
- Quotes care of Dr Mardy Grothe – "*Ifferisms*", "*Never*isms" and "*Oxymoronica*"
- "Emotional Intelligence" Daniel Goleman

Try These:

- http://www.toastmasters.org.au/
- https://www.nida.edu.au/
- Community Colleges –
- the options on google are endless

"Never be bored or cynical"

Walt Disney

Q&A

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