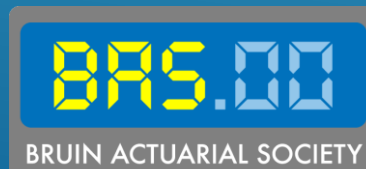


# TECHNICAL SKILLS – SLIDE DESIGN AND PRESENTATION

Bruin Actuarial Society

Note: These slides will be posted on our website after this meeting.



# AGENDA

- Importance of Strong Communication
- The Visual Aid: Effective Slide Design
- Presentation, Spoken and Unspoken
- Answering Difficult Questions

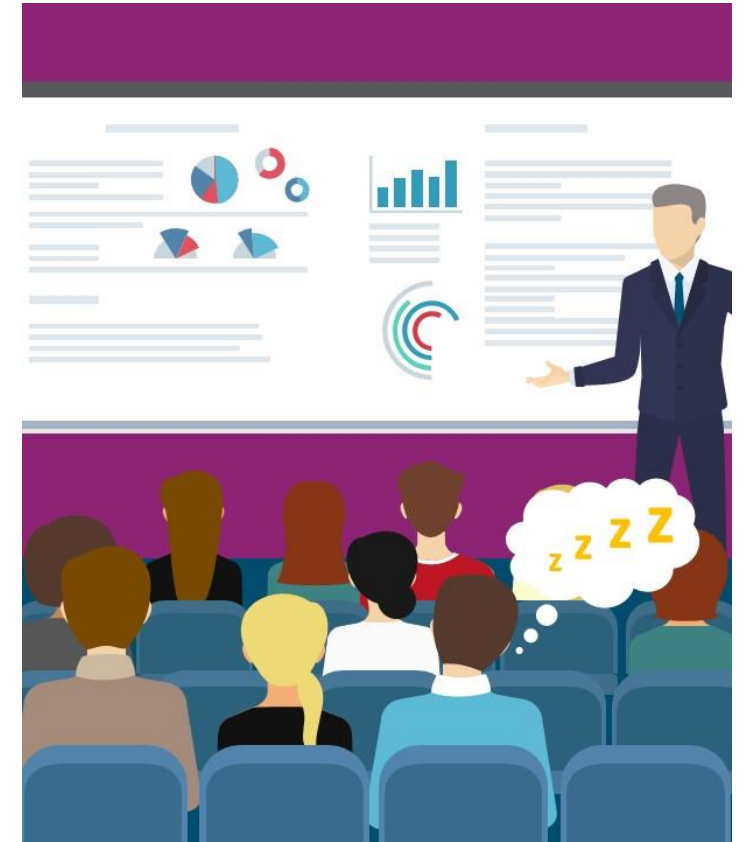
# OUR EMPHASIS ON COMMUNICATION



- Many other case competitions have a **written component only** in the first round
- We have a full presentation aspect from the very beginning
- Case competition participants will gain exposure to all forms of communication:
  - Technical (through the Excel files)
  - Written (through the written memorandum)
  - Verbal (through the presentation and question and answer portions)

# OUR EMPHASIS ON COMMUNICATION

- For **any** profession, communication is vital—even more so for actuaries
- We don't just produce results; we **present** to key stakeholders: our colleagues, other departments, internal management, clients, ...
- It's not enough to have the right answer. You must **convince your audience that your answer is right**, or it all goes to waste.



# OUR MOTIVATION



- “The one easy way to become worth 50 percent more than you are now — at least — is to hone your communication skills — **both written and verbal.**”  
- Warren Buffett
- We want to give **everyone** an opportunity to hone their written and verbal communication skills.
- Put in the work, and you will be worth much more than 50% more when employers start looking through your résumé next recruiting season.

# SLIDE DESIGN

# SLIDE DESIGN

- The PowerPoint should serve as a **visual aid**. It is not the primary focus!
- The primary focus is the presenters—you!
- Let's consider a poorly designed slide. **Let's say we wish to present data in a table.** What can be improved about the following slide?



# COMPARISON OF CURRENT CREDIT SCORE RATING FACTORS AND 2019-2020 LOSS RATIO

Credit Score	Current Rating Factor	2019-2020 Loss Ratio
Low (Less than 400)	0.9005	0.3019
Medium (401 to 650)	1.0000	0.5555
High (Greater than 650)	1.1010	1.1000
Exposure-Weighted Average	1.0053	0.6385



# CREDIT FACTORS

Credit Score	Current Factor	Loss Ratio
Low	0.90	0.30
Medium	1.00	0.56
High	1.10	1.10
Weighted Average	1.01	0.64

# SLIDE DESIGN



- We shortened the title and many labels and cut out meaningless digits from the display.
- This looks a lot better! Let's suppose that we want to incorporate some additional analysis.

# PROPOSED CREDIT FACTORS

Credit Score	Current Factor	Loss Ratio	Indicated Factor Change	Indicated Factor	Indicated Factor (Medium as Base)	Proposed Factor
Low	0.90	0.30	0.47	0.42	0.48	0.70
Medium	1.00	0.56	0.88	0.88	1.00	1.00
High	1.10	1.10	1.72	1.89	2.15	1.30
Weighted Average	1.01	0.64				

# SLIDE DESIGN

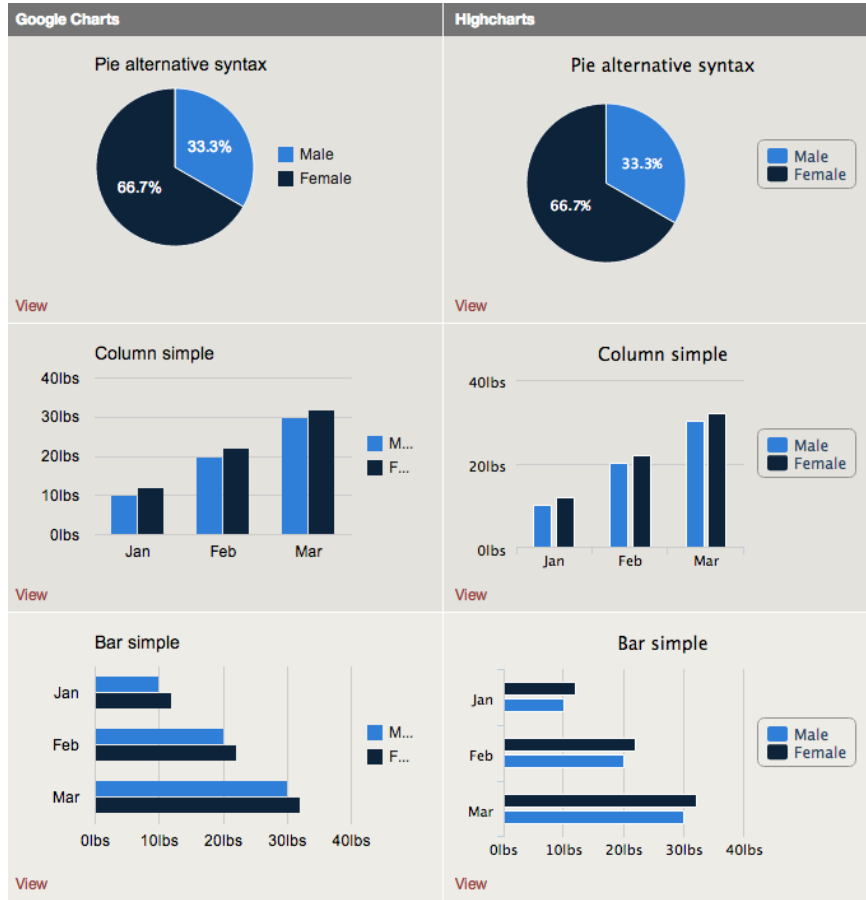
- This slide is very cluttered! It's unclear what is going on.
- We don't need to show all the intermediate steps.
- Focus on the important columns and remove the "work" columns!



# PROPOSED CREDIT FACTORS

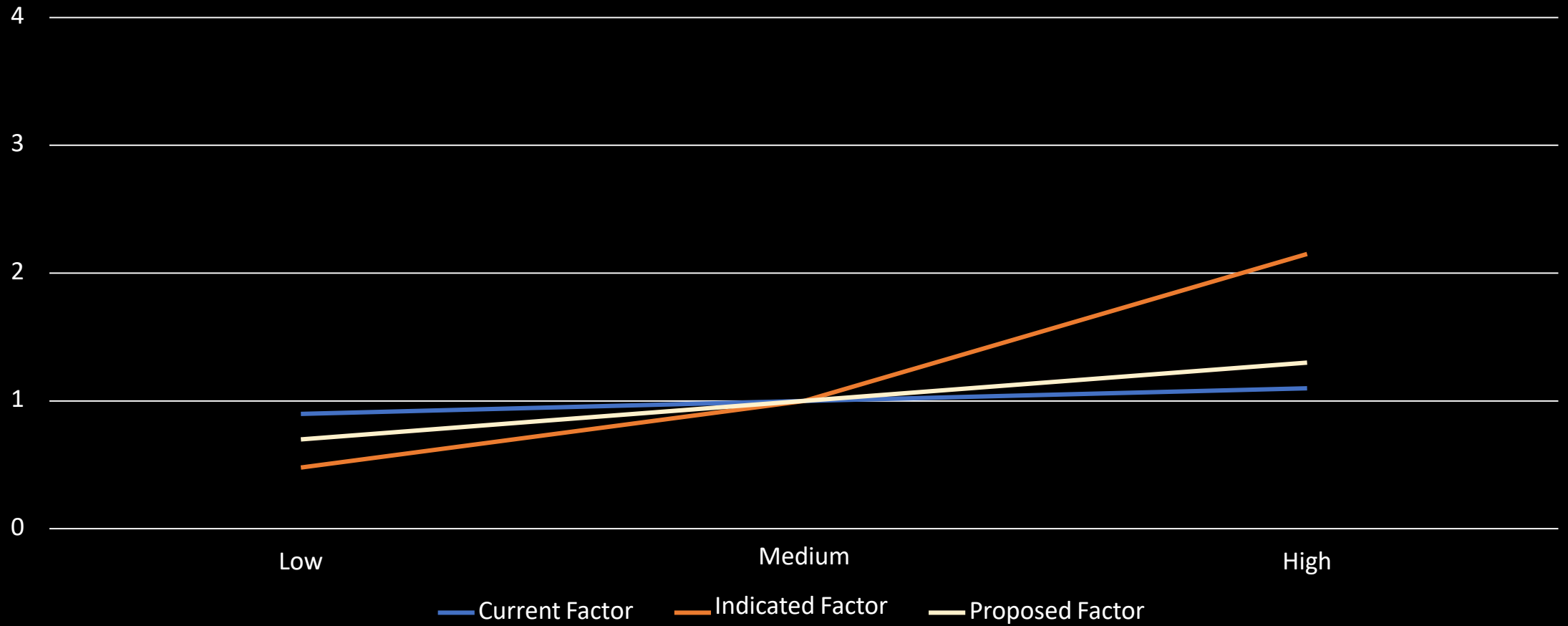
Credit Score	Current Factor	Indicated Factor	Proposed Factor
Low	0.90	0.48	0.70
Medium	1.00	1.00	1.00
High	1.10	2.15	1.30

# SLIDE DESIGN

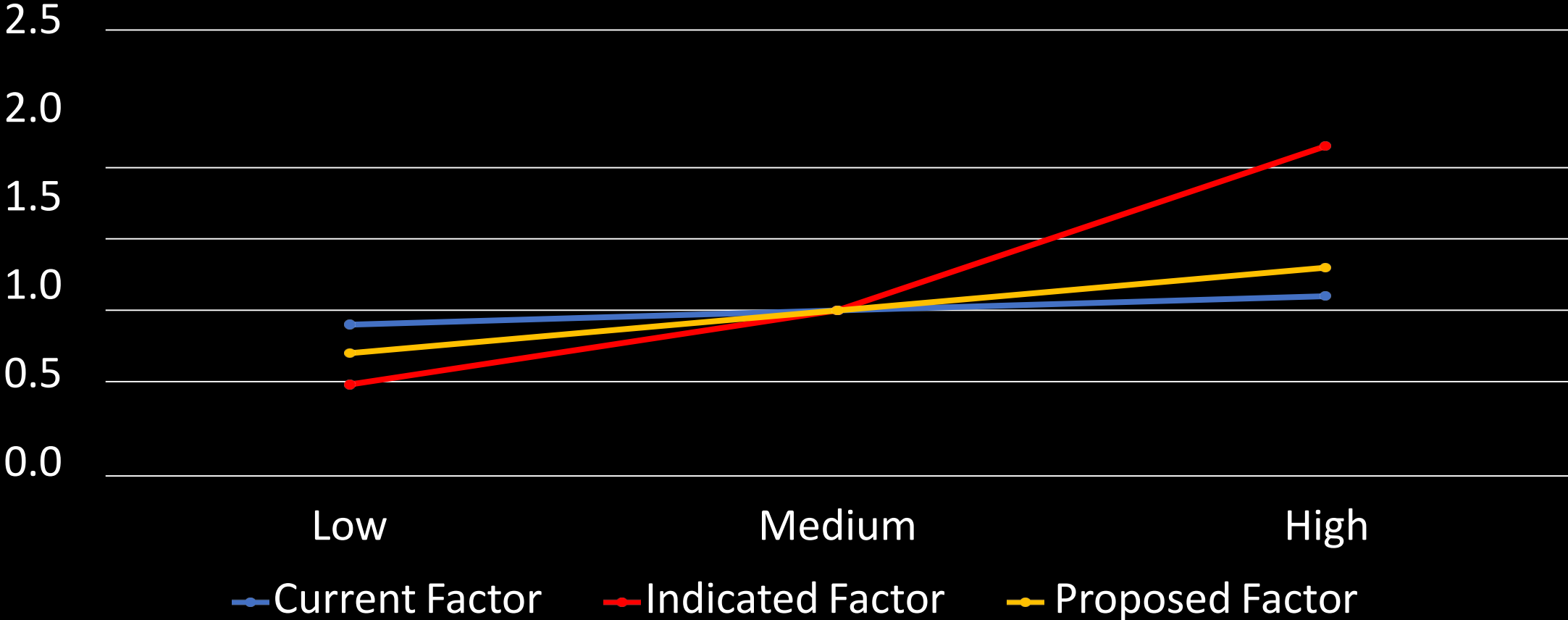


- Although this is much cleaner, there may be other ways to visualize this.
- What alternative visualizations can you think of to make our results clearer?
- Let's try a chart. How could we improve the following chart?

# PROPOSED CREDIT FACTORS



# PROPOSED CREDIT FACTORS





# SLIDE DESIGN

- Choose contrasting colors when possible
- Make sure the text in the graph is readable
- Zoom in on the relevant area of the plot
- Let's consider a different example. Suppose that we wish to present the following recommendation:



# PROPOSAL

- 2017 losses were higher than they should be, so our premium isn't enough
- We must raise premium to meet the target loss ratio
- We will do this through the following two methods:
  1. Change rates for each rating variable
  2. Increase the base rate from \$800 to \$830
- This will bring our loss ratio from its current level of 85% to the target of 77%.

# PROPOSAL

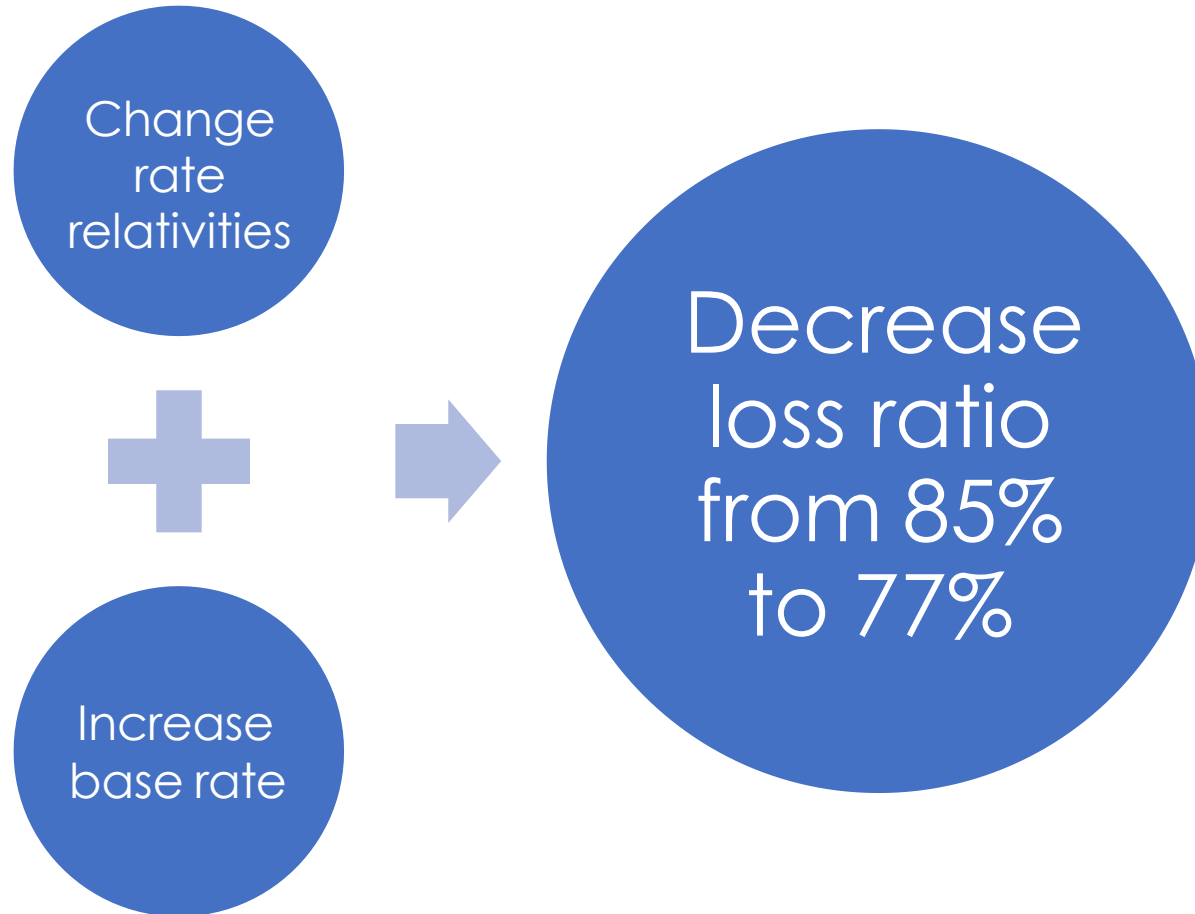
- Current loss ratio: 85%
- Target loss ratio: 77%
- We raise rates by:
  - Changing rate relativities
  - Increasing base rate

# SLIDE DESIGN



- Again, we want to cut down on words as much as possible
- When introducing your proposal, you do not need to go into the details!
- Let's see if we can improve it further:

# PROPOSAL



# ADDITIONAL TIPS

- **Start with an agenda.** You want your audience to know what you're going to tell them.
- **Number your slides.** This will make it easier for judges to refer to specific slides.
- **Make sure text is large and contrasts with the background.**
- **Keep a consistent color scheme throughout.** If you use red for automobile and purple for truck, keep it that way for the entire presentation.



# PRESENTATION TIPS

# PRESENTATION TIPS

- **Practice, practice, practice!** If you don't put in the time, it'll be quite obvious.
- Some people like to script what they're going to say; others prefer to just talk about their portion.
  - If you choose to use a script, **don't memorize the script.** It should be a guideline, not what you're going to say word-for-word.
  - People who memorize a script generally sound quite robotic, and it's awkward if you forget what you're going to say.





# PRESENTATION TIPS

Assume your target audience is **upper management** (think: VP, COO, etc.), **not** a chief actuary.

- KISS: “Keep it simple, stupid”
- They are much more concerned about how your results **impact** the company as a whole.



# PRESENTATION TIPS



- Remember to **introduce yourself, the problem, and your solution.**
- **Face the audience**, not your slides. If you need to look at the slides, find some excuse to reference the slides.
- **Speak slowly and clearly.** You will likely rush when you're nervous, so make sure to actively remember to slow yourself down.
- **Practice the transitions** between different group members' portions.

# Q&A TIPS: THINGS TO CONSIDER

- What decisions were hard to make as a group?
- What were some areas of disagreement during group discussions?
- What parts of the problem were you unable to solve “correctly”? What did you end up using in place of a “correct” answer?
- What assumptions did you make? Are they realistic? How would your analysis change if those assumptions didn't hold?
- If you could have more data, how would you improve your analysis? This indicates where the weaknesses of your analysis lie.



# Q&A TIPS



- Try to plan who will answer what question, making sure everyone gets a chance to answer questions.
- “I don’t know” is **not** a valid answer. The judges expect that you may not know the answer to some of the questions, but you should try to come up with *some* insight.

QUESTIONS?

REMINDER:  
CASE COMPETITION KICKOFF TOMORROW!

BAS.00

BRUIN ACTUARIAL SOCIETY