



# Winning the Communication Battle

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# Key Elements of Great Communication

- Know the key messages and focus on getting these across
- Use plain and simple language
- Get to the point quickly
- Avoid showing off your intelligence
- Understand what is important to the audience

# Practical Suggestions

- Take advantage of public speaking opportunities
- Rehearse your presentation alone
- Practice in front of colleagues
- Find a mentor and discuss their experiences
- Observe your audience

# Presenting to Boards

- Research the background of the board members
- Focus on how the results will impact the business
- Restate questions to ensure clarity
- Understanding the broader context of your presentation lends credibility

# Communicating Bad News

- Actuarial analyses result in an uncertain outcome with a range of results
- Acknowledge the uncertainty in your results
- Present your conclusions up front
- Highlight that there is a reasonable range around your central estimate
- Discuss possible next steps focusing on corrective actions

# Dealing with Confrontation

- Always act with integrity
- Stay calm
- Listen to and address concerns
- Follow up

# Negotiating Skills

- Simplify exhibits and graphs
  - State the obvious implication from the exhibit; let the audience draw their own conclusions
- Anticipate questions from those with vested interests
  - Compare results to peers, market perspectives, etc.
- Present a range of outcomes without discrediting your work
  - Draw analogies

**Communication is a learned skill!**





# Questions?

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