

May 22, 2019



# GPS for Presentations

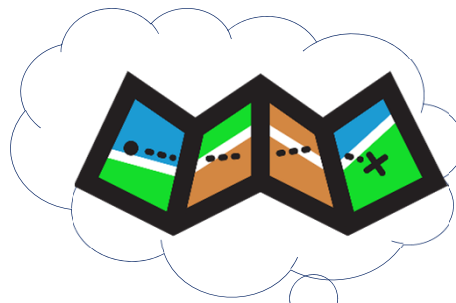
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➤ **CAS 2019 Spring Meeting**  
**Applying Brain Rules for Effective Presentations**

**Beverly Phillips**  
Actuary  
USAA

Public Information

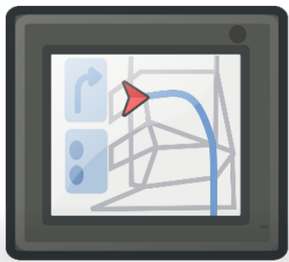
# Traditional Map or GPS?



## Benefits of using GPS



**Goal = clear**



**Pace = measured**



**Stimulates your brain**



**Goal = clear**



**Pace = measured**



**Stimulate their brains!**



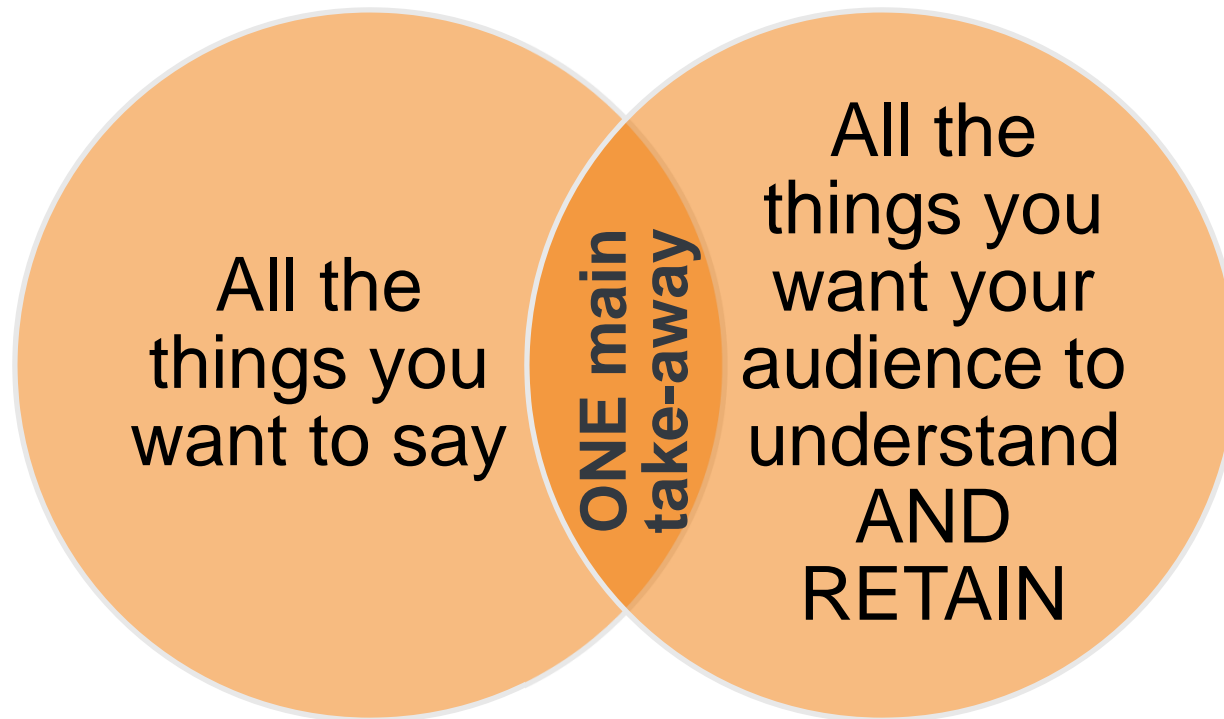
## Goal = Clear?



A Simple Lesson On  
The Power of Simplicity



## Clarifying Your Goal





# Clarifying Your Goal: Considerations



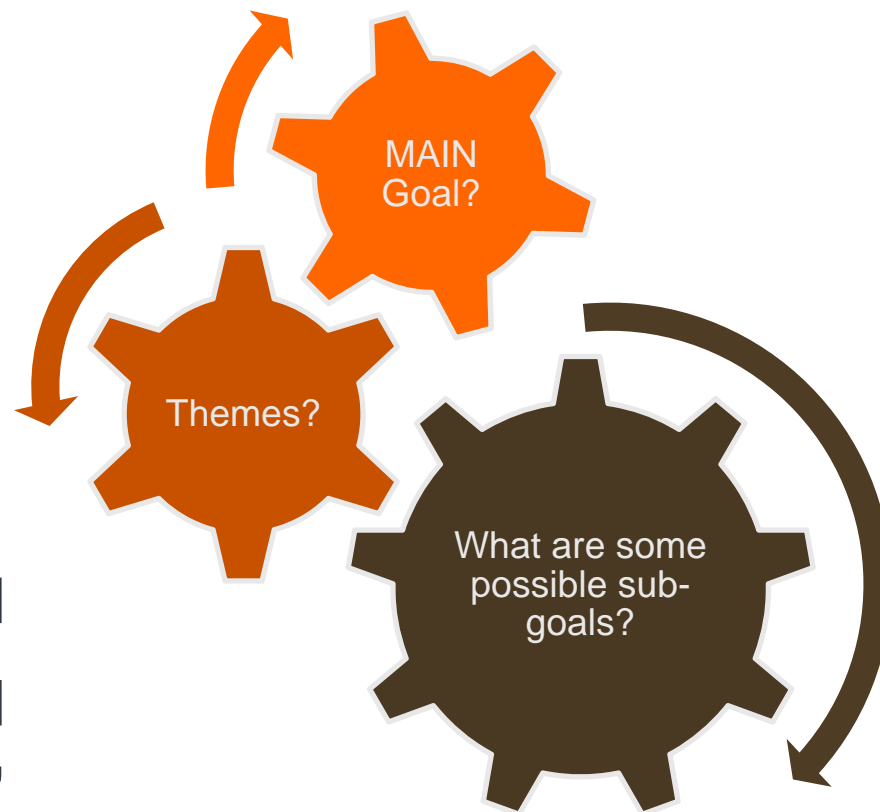


## Clarifying Your Goal: Example



**Your CEO says,  
“I’d like to see a  
15-minute  
presentation on  
climate change...”**

**...I’ll let you  
decide what you  
want to include.”**



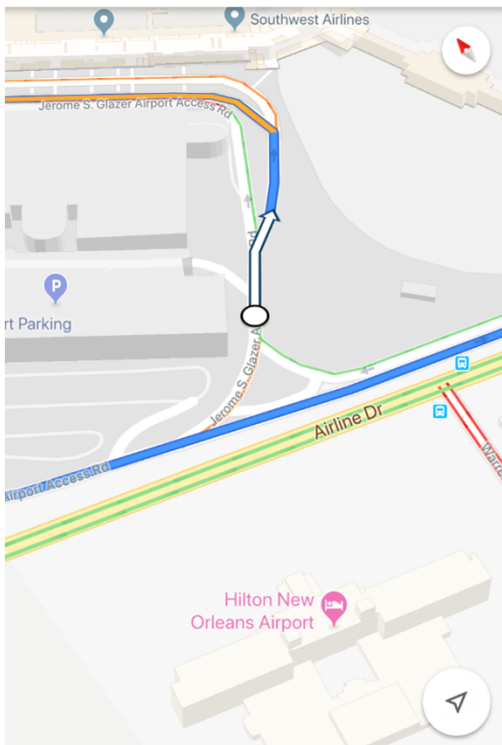




# Pace of Information



↑ Head northeast on Jerome S. Glazer Airport Access Rd



# OR

# ?

Get on I-10 E in Metairie from Jerome S. Glazer Airport Access Rd

- 1. Head northeast on Jerome S. Glazer Airport Access Rd 0.2mi (0.2mi)
- 2. Slight right to stay on Jerome S. Glazer Airport Access Rd 0.4mi
- 3. Turn left to stay on Jerome S. Glazer Airport Access Rd 200ft
- 4. Turn left to stay on Jerome S. Glazer Airport Access Rd 0.2mi
- 5. Use the left lane to take the Interstate 10 E ramp to New Orleans 0.2mi

Follow I-10 E to Poydras St in New Orleans. Take exit 234B from I-10 E

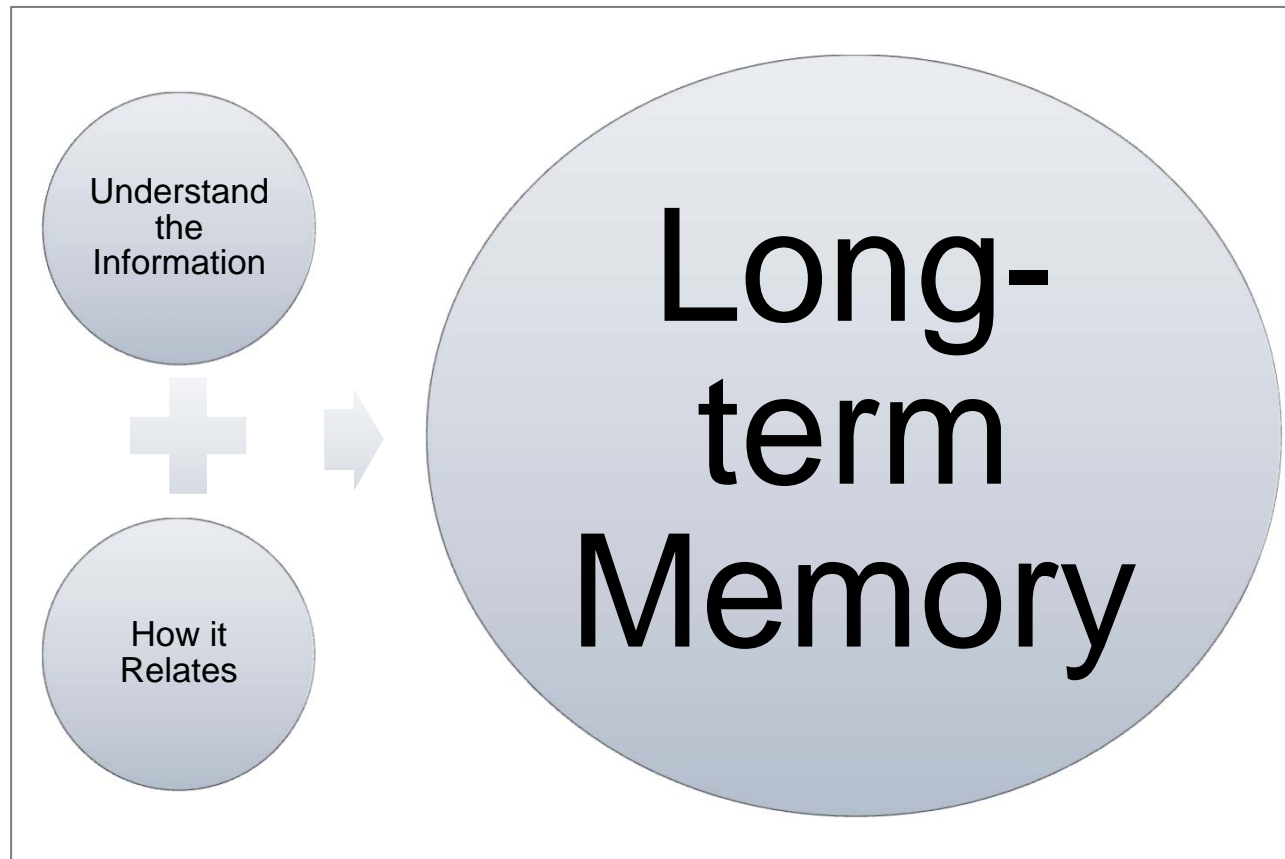
- 6. Merge onto I-10 E 1.1mi (0.4mi)
- 7. Stay right at the fork to stay on I-10 E, follow signs for New Orleans Business District/Interstate 10 E 0.2mi
- 8. Use the 2nd from the right lane to keep right at the fork, stay on I-10 E and follow signs for I-10 E 0.1mi
- 9. Use the left lane to take exit 234B for Poydras St toward SuperCenter 0.2mi

Continue on Poydras St. Drive to Loyola Ave

- 10. Continue onto Poydras St 0.2mi (0.4mi)
- 11. Turn right onto Loyola Ave 0.2mi

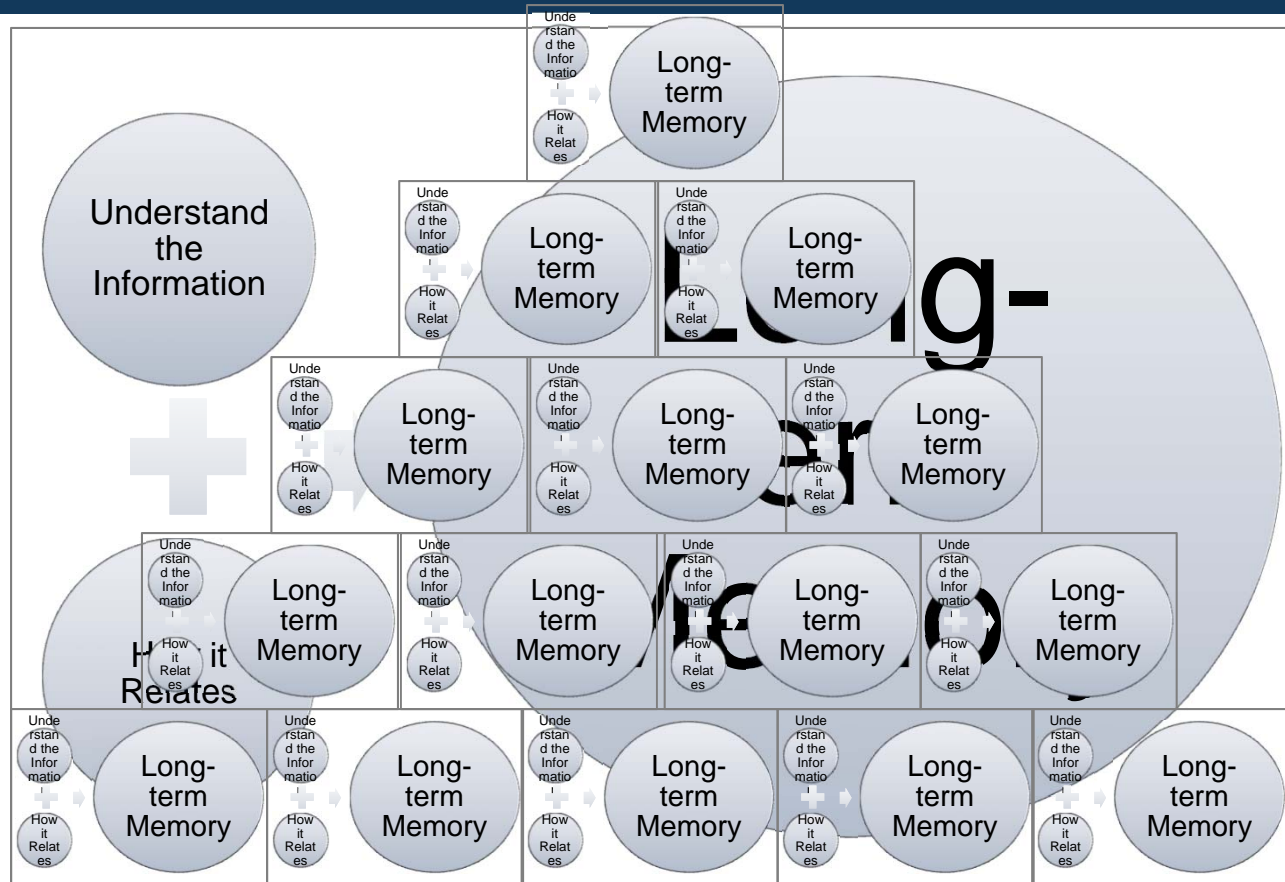


## Pace Determines Retention





# Pace Determines Retention

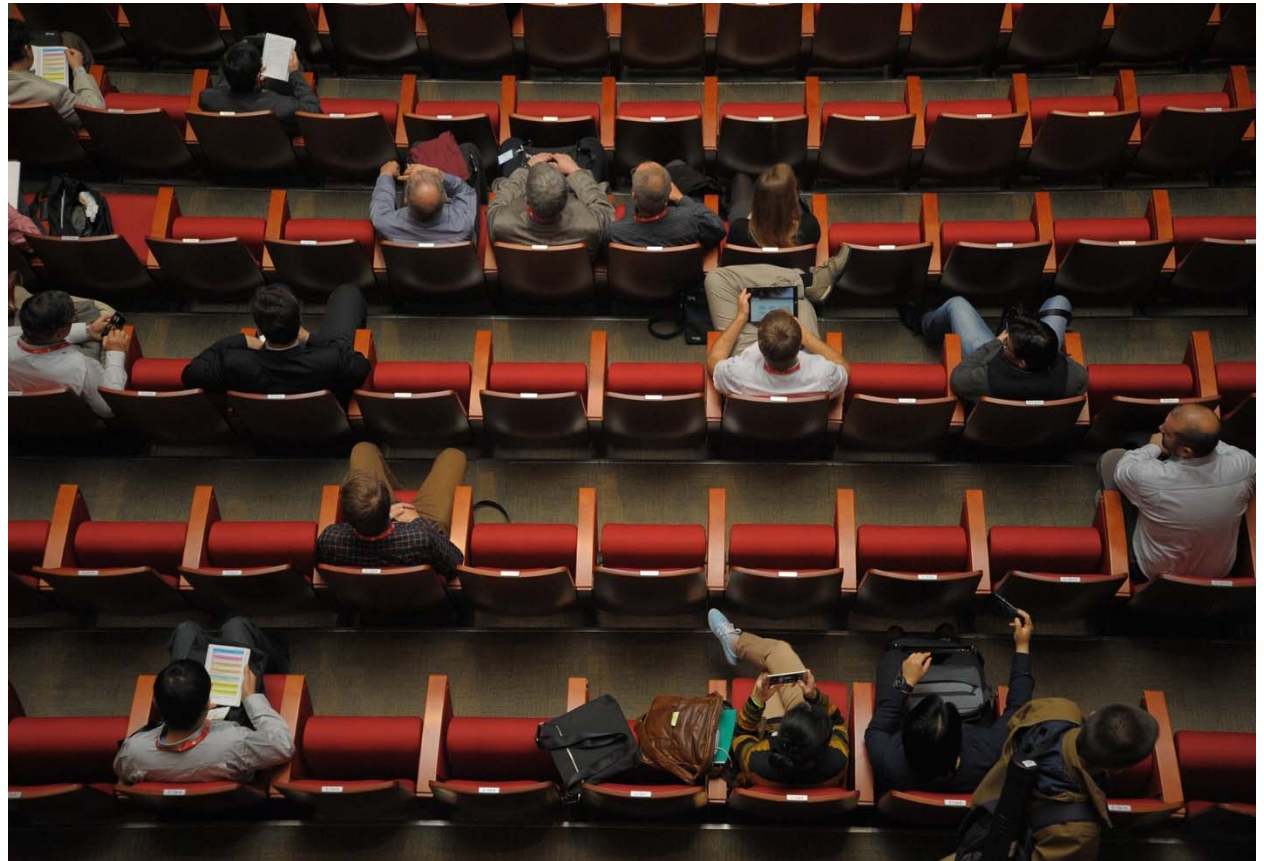




## Stimulate the Brain



Has your  
mind ever  
wandered  
during a  
presentation  
?

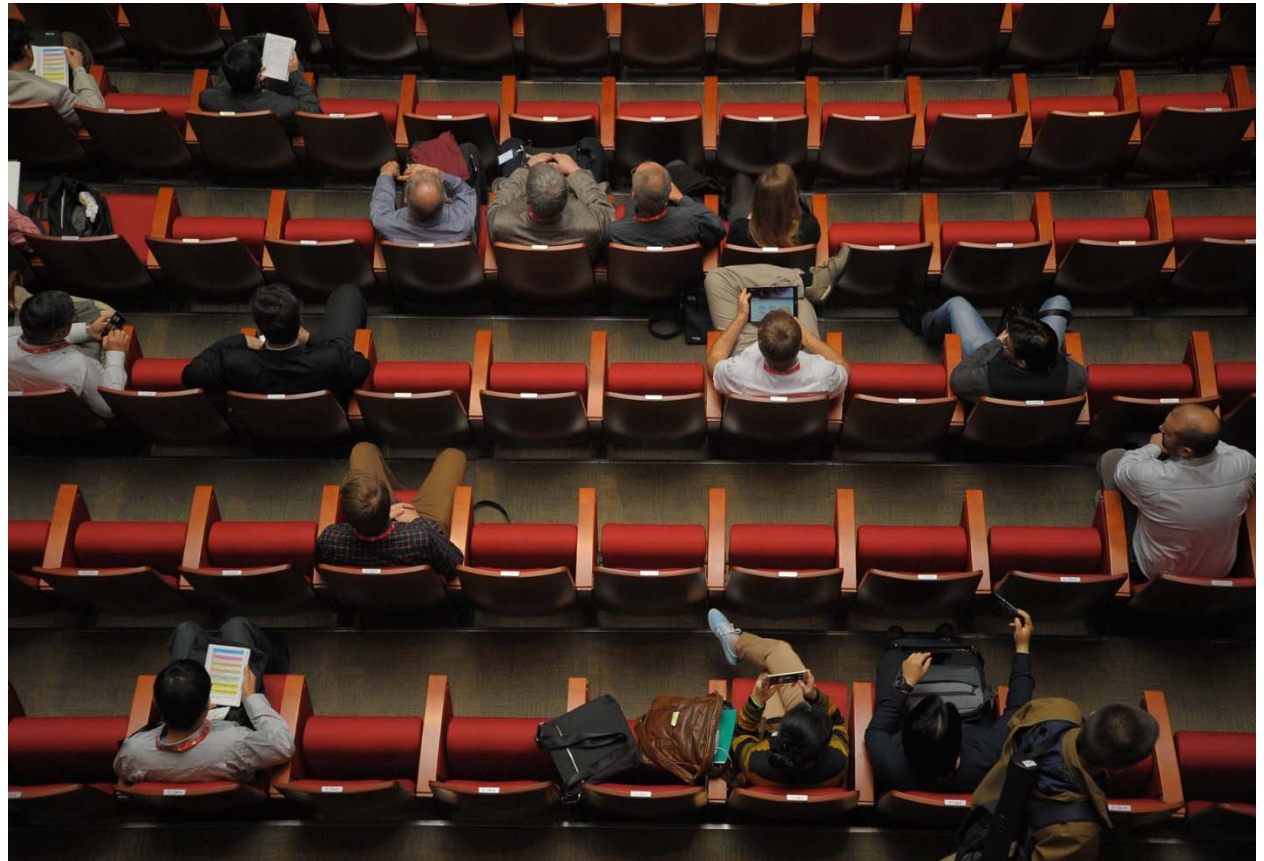




## Stimulate the Brain



What can  
you do to  
stimulate  
your  
audience's  
brains  
?



Public Information



# Stimulate the Brain



Looking for ideas on how to stimulate your audience's brains ?

https://www.casact.org/education/index.cfm?fa=management\_guide

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- + Continuing Education Offerings
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- Project/Speaker Resources
- Session Management Resources
- Call for Presentations/RFPs
- Continuing Education Policy

**SESSION MANAGEMENT RESOURCES**

**MANAGING SESSIONS AT CAS EVENTS**

The staff of the Professional Education Department has developed these Resources to assist coordinators, moderators, and speakers.

education/index.cfm?fa=management\_guide

Management Guide (Powerpoint Slideshow)



**Goal = clear**



**Pace = measured**



**Stimulate their brains!**



Public Information