Boardroom-Ready Presentations

Dave Paradi
Author of "GPS for Presentations", "Select Effective Visuals", and "102 Tips to Communicate More Effectively Using PowerPoint"

We've always done it that way → **Deliberate decisions**

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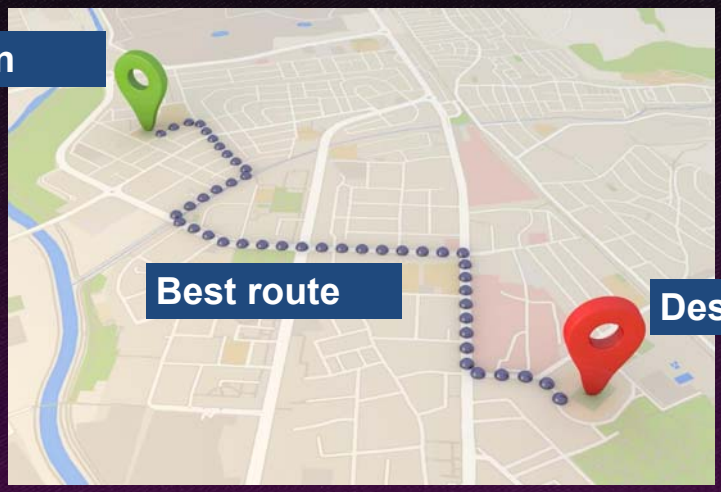
Boardroom-Ready

- Focus on key messages
- No overload of information
- Use visuals to communicate
- Easily updated

GPS for Presentations



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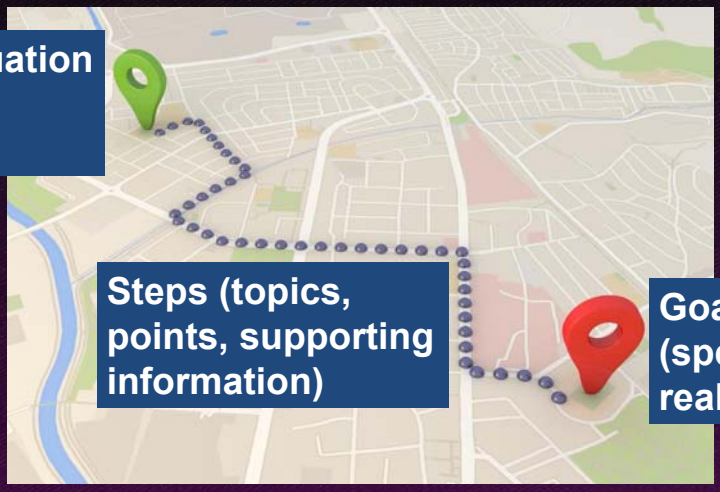
GPS for Presentations

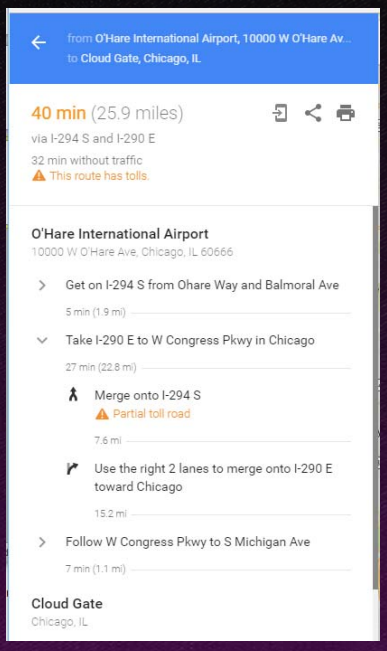
Present Situation (audience & logistics)



Steps (topics, points, supporting information)

Goal (specific & realistic)

Only the essential information, not every street



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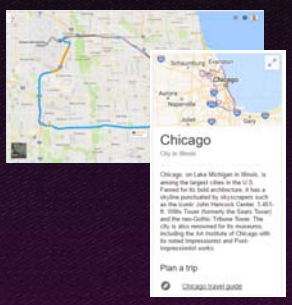
The audience cares about the Quality of the conclusion, not the Quantity of work.

Spreadsheets are for calculation, not communication.

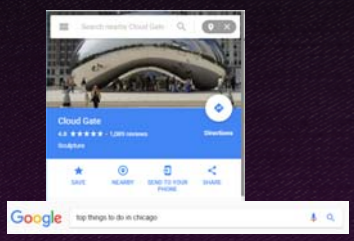
Dave Paradi

Before, after, or behind



Review the route to be prepared for the trip; consult other sources

Pinch to zoom into greater detail if needed



What looked interesting enough to explore further

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Behind

Access details only if requested

Hyperlinks to source files or hidden slides

Before

Sent in advance

Details & analysis

Gives context & background for discussions & decisions to be made during presentation

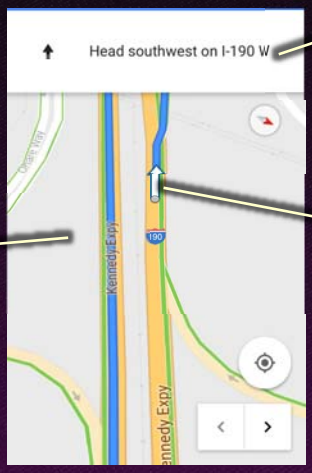
After

Usually online

Additional details or records of discussions & decisions

Could be for legal or regulatory purposes

Visually displaying **one** step at a time



Summary of step in text

Visual illustrating the step

Element to focus attention in visual

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Message template for analysis

Option A:	*Option B:*
<Analyzed area> <Verb> <Conclusion>	<Conclusion> <Verb> <Analyzed area>
Average transaction amount is consistent across regions	Michigan, Florida, and Maryland are top states for fraud losses

State conclusion at top of slide

Common messages

Message	Visuals
Most/least, Largest/Smallest	Rank
Larger/Smaller	Comparing values
Compare to expectation	Compare to standard/goal
Proportion of 100%	Portion to total
Trend	Values over time
Explaining contributions to a result	Contribution of segments

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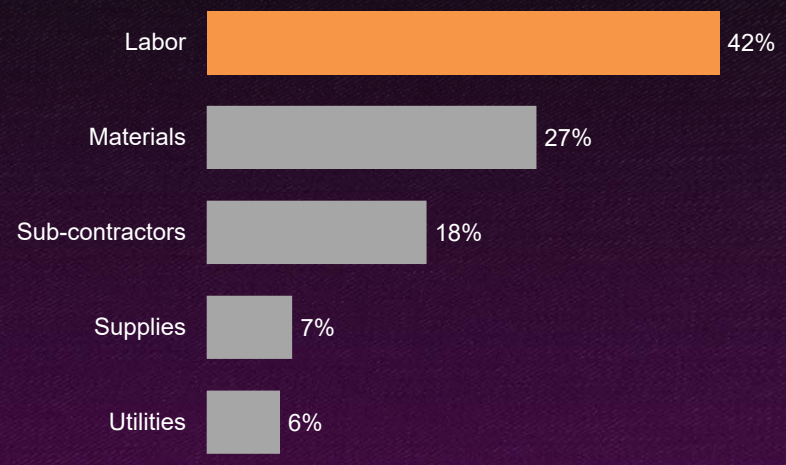
Rank visuals

Labor is largest cost in manufacturing



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Comparing values visuals

Natural Gas sales dropped this year in FQ2 due to warmer winter

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Expense Variance Analysis

Variance Report
September-2015

Description	Year To Date					Current Month				
	This Year	Operating Plan	Fav(Unfav) vs Plan	Prior Year	Fav(Unfav) vs Prior	This Year	Board Forecast	Fav(Unfav) vs Plan	Prior Year	Fav(Unfav) vs Prior
Local	7,692,245	7,036,808	655,437	7,397,271	294,975	1,332,778	1,181,607	151,171	1,134,209	198,569
National	2,519,506	2,350,000	169,506	2,165,136	354,370	406,361	345,000	61,361	445,230	(38,869)
Political	457,797	200,000	257,797	1,071,716	(613,918)	143,395	25,000	118,395	381,868	(238,473)
Total Time Sales	10,669,549	9,586,808	1,082,740	10,634,122	35,426	1,882,534	1,551,607	330,927	1,961,307	(78,773)
Digital	0	0	0	1,041,184	(1,041,184)	0	0	0	165,481	(165,481)
Retransmission	2,177,049	1,764,420	412,629	792,851	1,384,198	371,958	350,000	21,958	132,700	239,258
Other	179,819	185,246	(5,427)	121,236	58,583	21,340	71,449	(50,109)	24,624	(3,284)
Total Revenue	13,026,416	11,536,475	1,489,942	12,589,393	437,024	2,275,841	1,973,056	302,785	2,284,112	(8,271)
Employee Comp.	3,942,942	4,520,200	577,258	4,468,126	525,185	665,079	715,601	50,522	696,852	31,773
Overtime, Penalties	263,654	189,508	(74,147)	256,090	(7,564)	23,102	30,018	6,915	49,420	26,318
Commissions	388,683	415,578	26,895	487,622	98,939	113,696	82,710	(30,986)	101,032	(12,664)
Benefits & Taxes	997,971	1,123,334	125,363	1,060,876	62,905	174,767	191,141	16,374	175,619	852
Other Employee Costs	25,530	12,700	(12,830)	32,137	6,606	2,425	4,600	2,175	5,972	3,547
Total Employee Costs	5,618,780	6,261,319	642,538	6,304,851	686,070	979,069	1,024,070	45,001	1,028,895	49,826
Program Amort.	2,520,114	2,592,732	72,619	1,612,779	(907,334)	393,277	396,932	3,655	201,247	(192,030)
National Rep Comm.	136,317	134,363	(1,954)	138,559	2,242	20,367	19,511	(856)	23,483	3,116
Music License Fees	89,322	108,859	19,536	90,571	1,250	12,499	18,143	5,645	17,536	5,037
Rating Services	360,972	327,717	(33,255)	323,732	(37,240)	61,356	54,620	(6,737)	53,812	(7,545)
Advertising & Promotion	228,272	219,496	(8,776)	288,887	60,615	43,015	51,383	8,368	14,107	(28,908)
News Services/Coverage	488,702	532,189	43,487	495,716	7,015	88,143	88,228	86	87,471	(671)
Production Costs	44,298	26,440	(17,858)	25,986	(18,313)	(183)	4,690	4,873	1,644	1,827
Travel & Entertainment	84,199	87,053	2,854	61,341	(22,858)	16,197	20,452	4,255	7,586	(8,611)
Dues & Subscriptions	13,593	22,833	9,239	19,833	6,240	4,472	5,311	839	1,352	(3,120)
Research & Consulting	39,063	46,382	7,319	158,033	118,971	66	7,480	7,414	37,838	37,772
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

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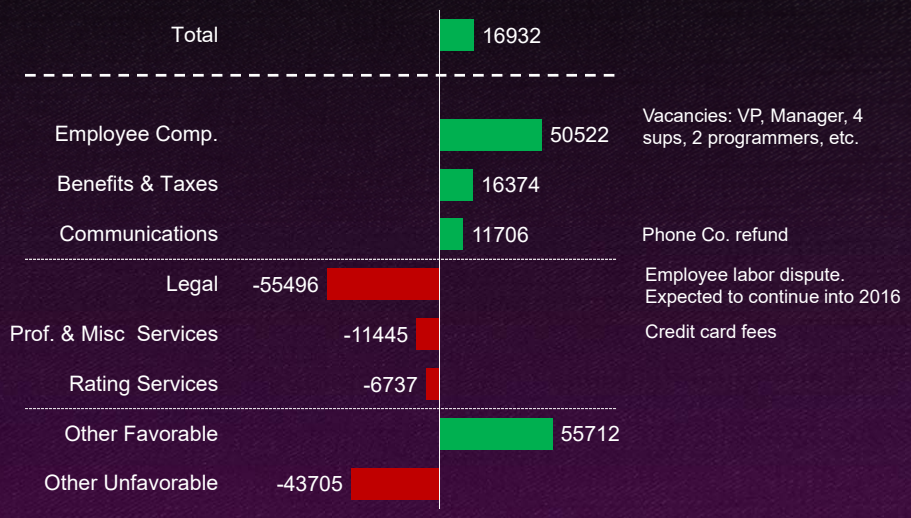
Greatest non-revenue expense variances to plan due to employee related issues



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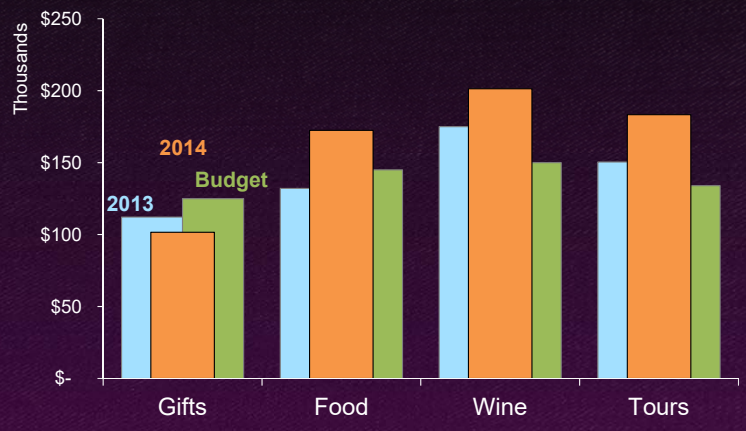
Most areas better than last year and budget



Compare to standard/goal visuals

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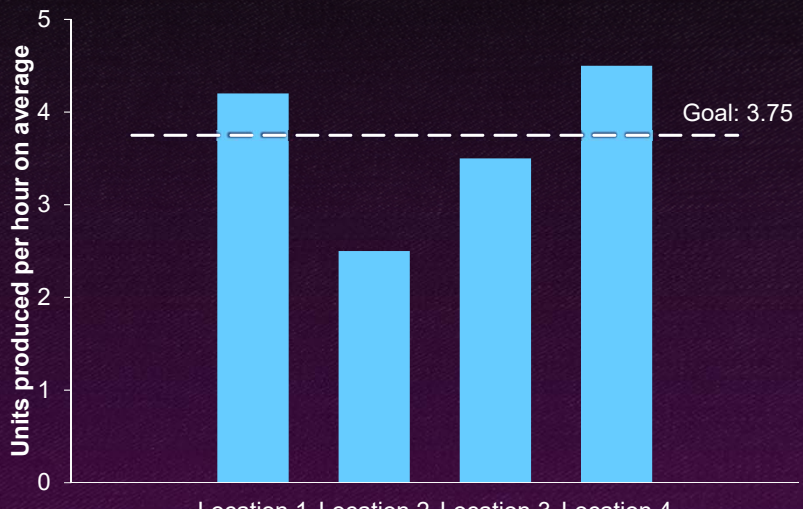
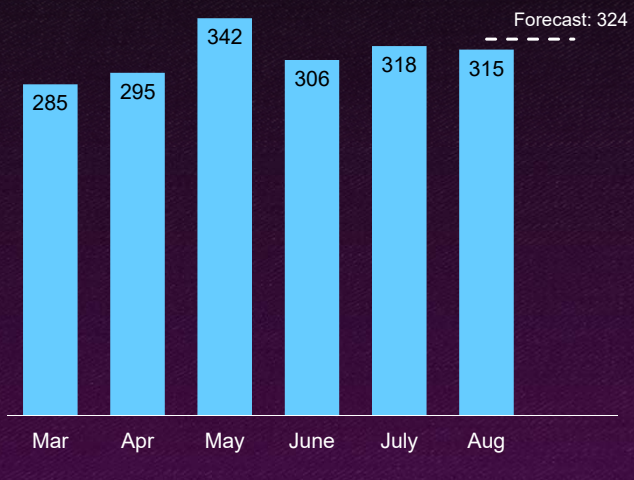
Half of the locations meet standard for units produced per hour



August sales did not meet revised forecast



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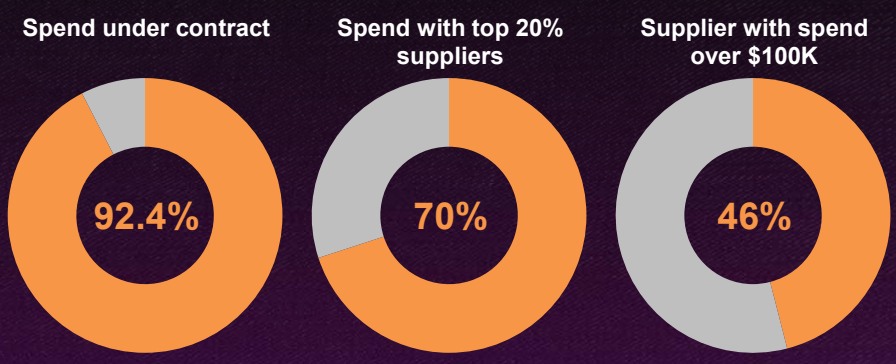
Portion to total visuals

YTD metrics on track



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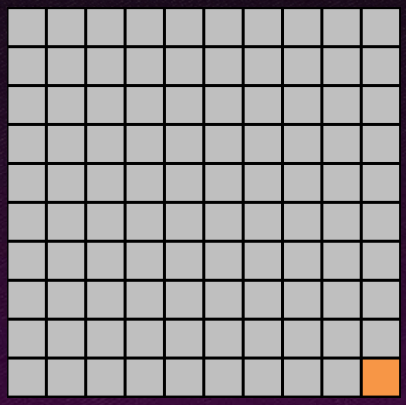
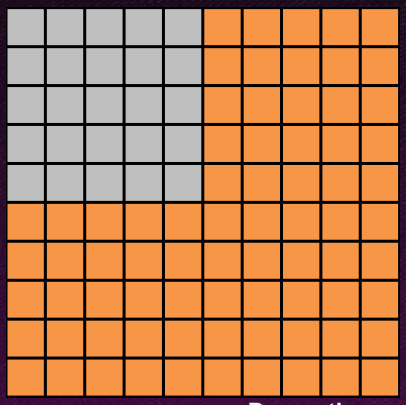
Most fraud attempts occur on the few international transactions

99% of all transactions are domestic



75% of all fraud attempts are international



Domestic
International

Values over time visuals

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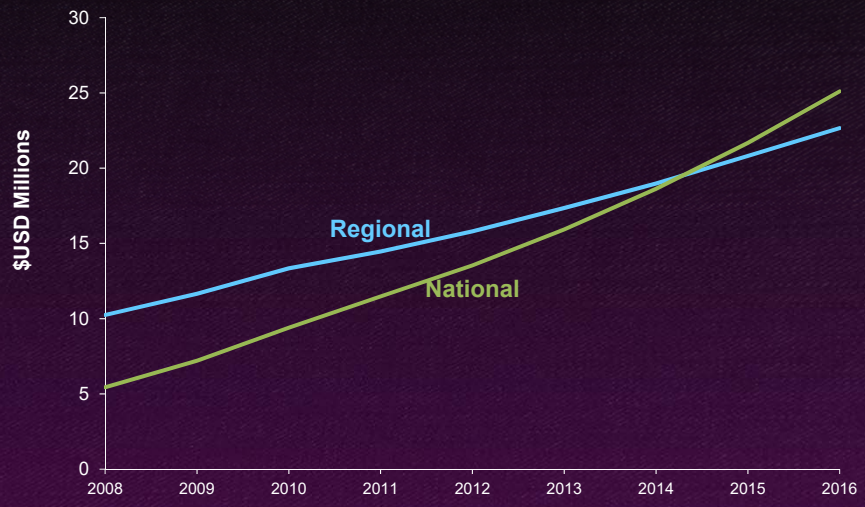
Revenue from National contracts will surpass Regional in 2014



Contribution of segments visuals

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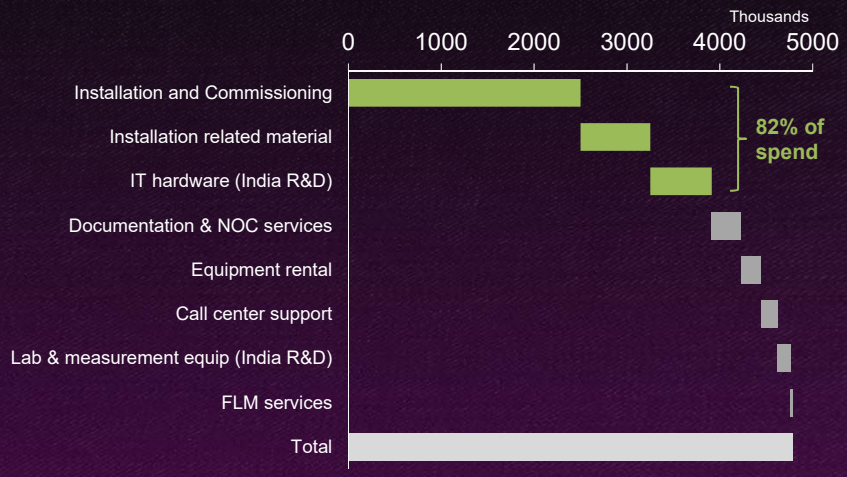
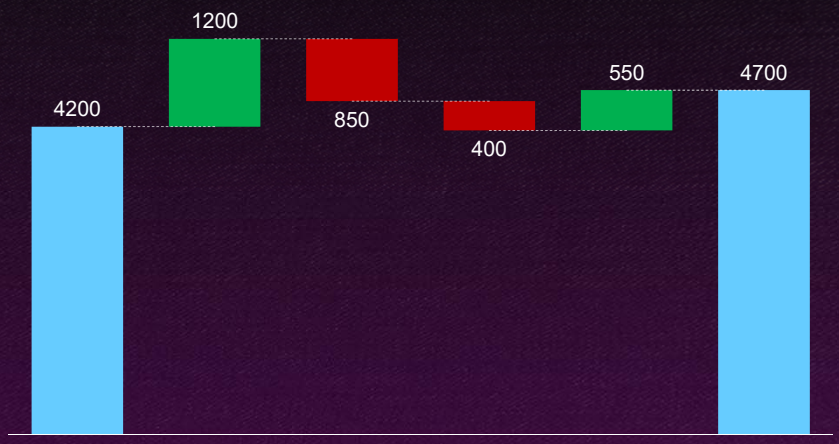
Spend Nov 2014-June 2014 mostly in Installation and IT hardware



New projects & staff spend not offset by reductions in expenses resulting in higher forecast



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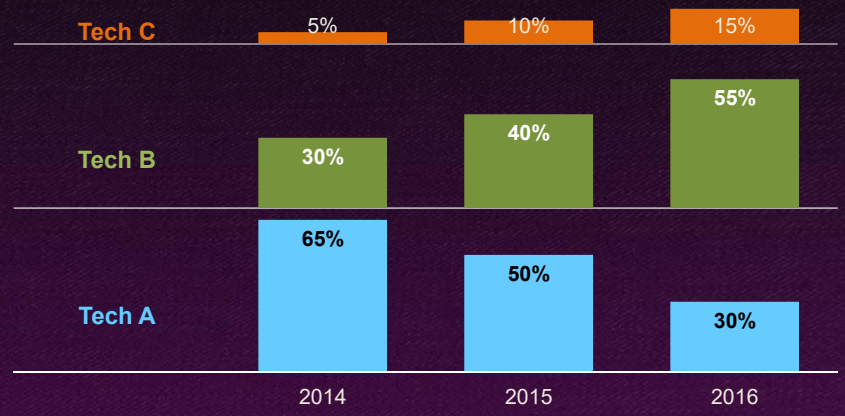
Market has shifted from Tech A to Tech B in last three years



Combining messages in a single visual

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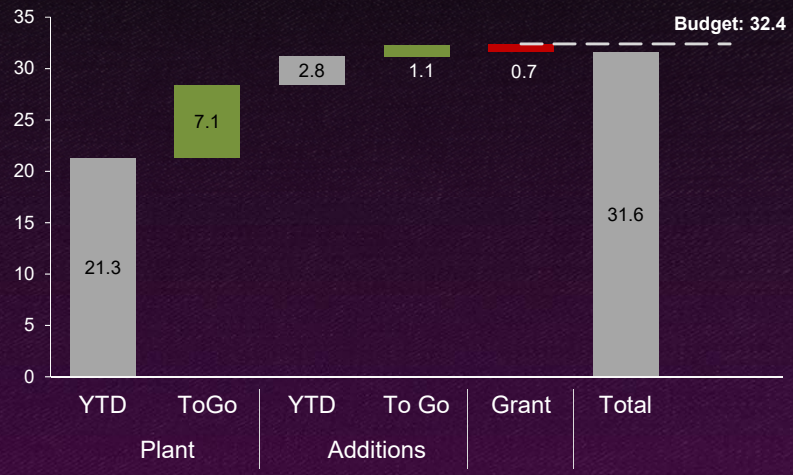
Center B still processes more orders but outages caused drop MoM

With $8.2M to go, on track to meet $32.4 budget



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Easy updating demonstration

Center B still processes more orders but outages caused drop MoM

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Action Items

Plan your messages using the GPS approach

Put details before, after, or behind

Select the right visuals

Build visuals with updating in mind

Boardroom-Ready Presentations

Dave Paradi

Author of "GPS for Presentations", "Select Effective Visuals", and "102 Tips to Communicate More Effectively Using PowerPoint"

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