



THE BUCKLEY SCHOOL
JENNY MAXWELL

3 hours
3 ideas



- OPEN STRONG
- MORE DELIBERATE DELIVERY
- CONTROL & CONCLUDE

What does it mean to **work** for your audience?

Today, I'd like to
talk to you
about....

~~Today, I'd like to
talk to you
about....~~





Strong
Open



MAKES TOPIC CLEAR:

What's this about?

ANSWERS:

What's in this for me?

What's the
Strong Open?



WE NEED A
WELLNESS PROGRAM

To Persuade
Decision Makers



- 1. Cost savings on insurance
- 2. Employee performance
- 3. Recruiting tool

To Persuade
Employees



- 1. Feel better, reach your goals
- 2. Fewer missed days for you & coworkers
- 3. Better work environment

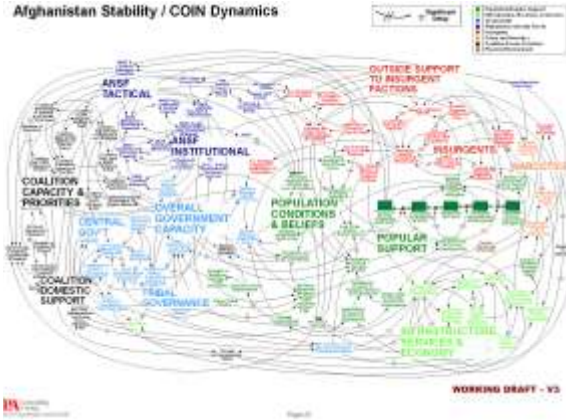
Create a Strong Open:



THE CASE FOR A WELLNESS PROGRAM

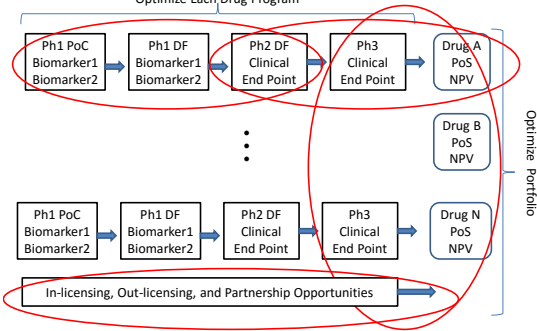
DECISION MAKERS EMPLOYEES

Afghanistan Stability / COIN Dynamics



Drug Program & Portfolio Optimization Vision

Optimize Each Drug Program



Company has software for these four pieces

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A better slide in 30 seconds

Keys to Proper Planning

- Identify needs
- State goals – overall intent and direction
- State objectives
- Be specific
- Establish priorities – what if you can't do it all?
- Be able to evaluate progress
- Consider short-term and long-term

3 Keys to Planning

- Identify **needs**: goals *and* objectives
- Establish **priorities**
- Evaluate **progress**

What we do

We work in **collaboration** with our clients to provide robust quantitative solutions that support and enhance decision-making all along the drug development process. We bring:

- ✓ statistical and operations research expertise
- ✓ top-grade statistical and computational programming skills
- ✓ quality and validation
- ✓ unrivaled experience in simulation

We work with **major pharmaceutical companies**, focusing on:

- Driving innovation
- Improving productivity and performance
- Developing successful development strategies at the study, program, and portfolio level

We Enhance Decision-Making

- Research expertise
- Top-grade programming skills
- Quality and validation
- Unrivaled simulation experience

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Performance Scorecard

- September NIBT of \$0.xx, unfavorable to plan \$0.xx and \$xx lower than 20xx.
- Revenue of \$x.x is \$xx unfavorable to plan primarily driven by shortfall in processed volume
- Expense of \$.xx is favorable to plan by \$.xx

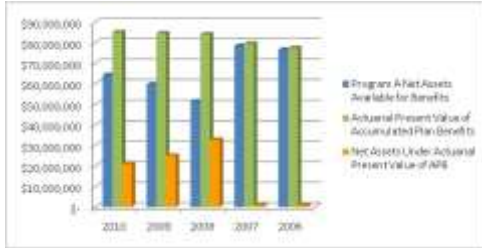
	Performance Measure	Sep	Plan	YTD	Plan	Comments
Financial	1 Net income before taxes (\$MM)	\$ xx	\$ xx	\$ xx	\$ xx	September NIBT \$.xx unfavorable to plan mostly from lower sales volume partially offset by favorable expenses from less FTE than plan
	2 MC/Visa Sales Volume (\$MM)	xx	xx	xx	xx	Monthly sales volume xx% of plan; YTD sales volume xx% of plan
	3 MC/Visa Credit Volume	xx	xx	xx	xx	DIA Margin .xx%; Per Transaction \$.xx
	4 MC/Visa Sig Credit Volume (\$MM)	xx	xx	xx	xx	DIA Margin .xx%; Per Transaction \$.xx
	5 Net Revenue Margin (bps)	xxbps	xxbps	xxbps	xxbps	
Operational	6 Acquiring Losses	\$ xx	\$ xx	\$ xx	\$ xx	YTD below plan through September
	7 Boarded Accounts	xx	xx	xx	xx	From Below Plan Sales Performance and RSR FTE
	8 Attrition	xx	xx	xx	xx	Based on Accts active in August 20xx
Customer	9 # Calls and'd < 30 seconds	xx%	xx%	xx%	xx%	Above standard - one open customer service position
	10 Call Abandonment Rate	% xx	% xx	% xx	% xx	On Target
	11 FTE	xx	xx	xx	xx	Actual of xx includes xx FTE from credit; plan does include credit FTE; Actual 20xx xx FTE

Cutting costs made the difference

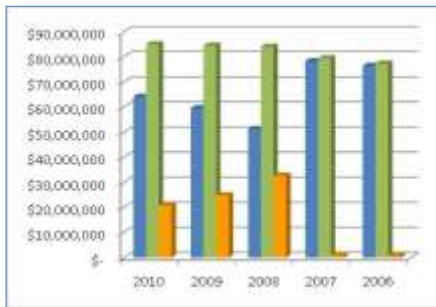
- Financial** Below target: need to address staffing
- Operational** Reduced expenses: critical to making quarter
- Customer** Record performance: xxx% increase

Comparative Analysis

Five Year Comparison of Funded Status



Put the point of the graph here!



FABULOUS
CONSULTING
FIRM

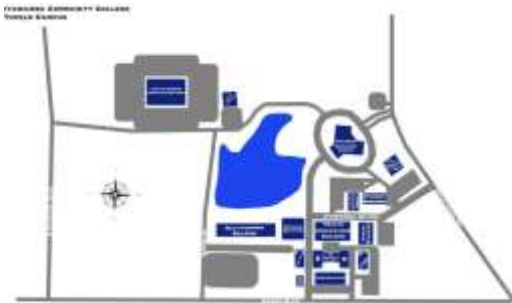
Here's the Math

- In these 7 voting jurisdictions, Smith got 2,795 votes more than Jones
- If Wyatt gets to within 80% of the Smith number that equals a gain of 2,156 votes
- The 2,156 switchers equals a margin gain of 4,312
- Smith's victory margin in 2011 was 3,078

FABULOUS
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7 Districts
80%
2,156 Votes









You should have
the last word.

Control &
Conclude



- Brainstorm questions
- Practice answers
- Don't let Q&A be the last word

Good
Answer



- Addresses the question
- Furthers message when possible
- Short answer first

Audience:
Local Business Leaders



FARMERS' MARKET:

- More people downtown
- More vibrant community
- Promotes "shop local"

BRAINSTORM QUESTIONS

How many parking spaces will this take up?

Will people be selling lunch? Will that take away from my restaurant business?

You know what I see? A bunch of organic-loving snobs to get in the way of my regular pawn shop customers.

Will there be extra police on duty for this?

How will you make sure these are only local farmers?

If someone wants to be a vendor, what do they do?

How many parking spaces will this take up?

How many parking spaces will this take up?

Reframe: We've had a question about how the market will affect parking.
