



# EXECUTIVE COMMUNICATION

*Learn from the consultants – build and present compelling stories and actionable recommendations concisely.*

## Agenda items

## The relevance for a business partner

## Participants will be able to...

1

### **INTRODUCE YOUR PROBLEM**

Use the “SCQA structure” to hook your audience with an elevator pitch of your recommendation.

Assume your audience is busy – give them an appealing reason to keep reading and listening to your message. The SCQA structure effectively simplifies your communication and gets the message across.

- Present complex business challenges concisely by leveraging the “Situation, Complication, Questions, Answer” structure.

2

### **BUILD RECOMMENDATION**

Ask “So what?”. Cut to the bone and derive the essence of your analysis. Build your logic.

Good communication has more to do with the logic of your argumentation than how good you are with words. Always determine your key recommendation and supporting facts and arguments. Kill irrelevant details.

- Understand the difference between summarizing and synthesizing.
- Leverage the pyramid principle to structure your communication around a key message.

3

### **CREATE THE POWERPOINT**

Build a “killer PowerPoint” that delivers your recommendation in a structured and concise manner.

Appearance does matter! Well-structured and professional looking presentations get the message across and build your credibility. Learn from the consultants how to build good slides.

- Build a story around the pyramid.
- Do story boarding.
- Create better looking slides.

4

### **PRESENT YOUR FINDINGS**

Present a compelling story with a clear decision and next steps to decision makers.

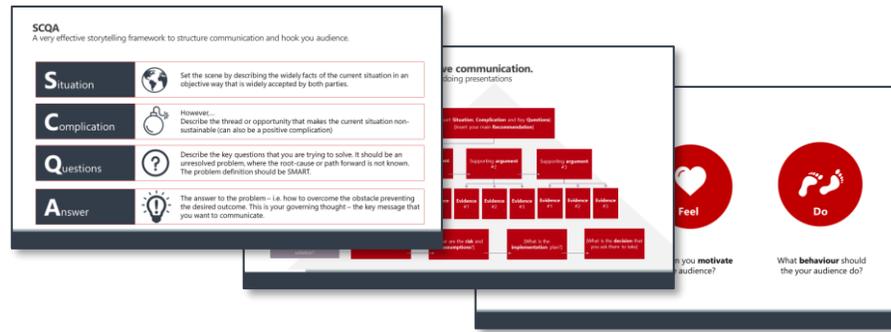
You never get a second chance to make a good first impression. Make sure to come prepared and deliver. Most often you only get 15-30 minutes with the management team to drive a decision.

- Prepare well for the presentation using the “Think – Feel – Do” model.
- Tailor the presentation to the specific situation.

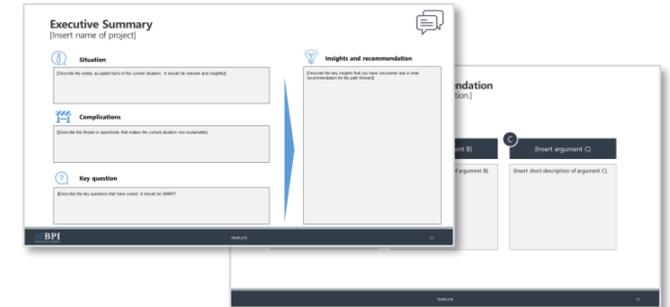


## YOUR TOOL BOX

What you will take home



The "consultants toolbox" to presentations based on "The Pyramid principle" by Barbara Minto.



Ready to use templates your PPT format incl. icons and picture repository.



## MAKING IT STICK

How we ensure taking learnings from classroom into practical use.

### Find actual presentation

- Participants identify and bring the most recent management presentation that they have created.
- Reflect on success with historical presentations.

Before

### Practice

- Practical use of the toolbox on a concrete case.
- Group work on how to improve own presentations.

At the training

### Do presentation using toolbox

- Collectively agree to implement e.g. SCQA.
- Participants use toolbox to improve a specific presentation.

After the training



**MICHAEL BÜLOW**

Partner in BPI



Michael has a background as Strategy consultant and Finance leader and has prepared and delivered hundreds of executive presentations.

He will lead the session sharing tips and tricks from the consultant toolkit.



**ANDERS LIU-LINDBERG**

Partner in BPI



Anders is an experienced business partner, global thought leader and partner in BPI.

Anders will share his personal stories and experiences on how to communicate effectively "from the inside" as a business partner.



**TRAINERS**  
Your facilitators



1/2 - 1 day