

Beyond Information to Insight



Overview

What we will cover today:

- Creating a **focus**
- Developing a useful **introduction**
- Organizing your **content**
- Deciding what is **most important**
- Sharing your **insight**

Types of Updates

Something Has Happened or Will Happen	Formal Business Case Regarding an Initiative
<ul style="list-style-type: none"> Buying new equipment Installing new software 	<ul style="list-style-type: none"> Expanding Operations in a new market
<ul style="list-style-type: none"> Opening a new location Attending an event Launching a new product Passing new legislation Selecting a new vendor 	<ul style="list-style-type: none"> • Finance • Operations • Sales & Marketing • Budgets and Forecasts • Resources

Peers or Your Boss Audience Senior Management

The I² Update

Focus	Content	Insight
<ul style="list-style-type: none"> A. Audience Analysis B. Create Intro SSBQ C. Bottom Line 	<ul style="list-style-type: none"> A. 6Ws B. Other Formats C. So What? 	<ul style="list-style-type: none"> A. Say, Show, Stage B. Consultative

The I² Update

Step #1

Focus	Content	Insight
<ul style="list-style-type: none"> A. Audience Analysis 		

The photograph shows a woman in a black top and blue jeans standing at the front of a room, presenting to an audience. A man in a suit is visible in the foreground, looking towards the presenter. The room has a whiteboard and a laptop on a table.

Regarding My Topic...

What *interests* does the audience have?

What is the audience's *point of view*?

What *knowledge* does the audience have?

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Audience Analysis Grid - Example

Ask these three questions of about your audience

Interests	<p><i>What interests does the audience have regarding my topic?</i></p> <p>They want to know if I will be using some of the same resources as them</p>
Point of View	<p><i>What is the audience's point of view regarding my topic?</i></p> <p>They don't understand how we contribute to the overall goals</p>
Subject Knowledge	<p><i>What knowledge does the audience have regarding my topic?</i></p> <p>They have a good overview but don't understand the particulars</p>

The I² Update

Step #1

Focus

Content

Insight

- A. Audience Analysis
- B. Create Intro SSBO
- C. Bottom Line

Introduction Sets the Stage - SSBO

Situation

Status

Bottom Line

What does W I I F M Mean?

[CHAT Your Response](#)

Introduction Sets the Stage - SSBO

Situation

Status

Bottom Line

Question

Legislation Affecting Our Industry

Situation

Status

Bottom Line

Question

Congress has passed a number of new laws

The timing and the full impact is still unknown

We need to be prepared to minimize the impact

What does my audience need to know?

Vendor Change

Situation

Status

Bottom Line

Question

We have changed our IT vendor

As of June 1st they will be handling all requests

This will provide better long term service

What does my audience need to know?

Beyond Information to Insight

The I² Update

Step #2

Focus

Content

Insight

- A. Audience Analysis
- B. Create Intro SSBQ
- C. Bottom Line

- A. 6Ws

Apply 6 Ws to Help Structure Content

Update: New Vacation Policy

What	Change regarding how days are earned
Why	Employees found previous way confusing
Who	Applies to all full time employees
How	Now get one day extra for each year
Where	Find details? Company Intranet Site
When	Starts January 1st

The I² Update

Step #2

Focus

Content

Insight

- A. Audience Analysis
- B. Create Intro SSBQ
- C. Bottom Line

- A. 6Ws
- B. Other Formats

Business Case Format

Format for a Formal Update on a Major Business Initiative

Business Case	Business Strategy	Business Plan	Results
SSBQ	High level vision for the future	Execution	Measurable Outcomes
Background	Goals and objectives	Tactics	ROI
Issues	Analysis of options considered	Resources	Proof to support your business case
Needs		Time Line	
Problem			

The I² Update

Step #2

Focus

Content

Insight

- A. Audience Analysis
- B. Create Intro SSBQ
- C. Bottom Line

- A. 6Ws
- B. Other Formats
- C. So What?



Bad Presentations Cost our Companies Money

\$62,400 a year

Example of the Cost of Bad Presentations

8	x	52	x	.5 hr	x	50	x	\$30	x	20%
Attend on avg / week		# weeks / year		Length of avg pres.		Avg # employ-ees		Avg Prof. Hourly Rate		% pres rated very poor

Beyond Information to Insight

So What?

So What if I include this slide?

So What if I include this bullet point?

So What if I include this data?

The I² Update

Step #3

Focus

Content

Insight

A. Audience Analysis B. Create Intro SSBQ C. Bottom Line	A. 6Ws B. Other Formats C. So What?	A. Say, Show, Stage
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Say it

It's about the immune system and a solution

Immune System Enhancement

- There is a lot of attention today on how to reduce diseases
- These factors affect the bodies ability to fight disease:
 - Diet
 - Smoking
 - Pollution
 - Stress
 - Travel
- The immune system is constantly fighting disease and trying to restore itself.
- Our immune enhancing compound gives the body the added protection it needs to fight back
- It is a preventative as well as curative solution

Say it, Show it

Daily life threatens the immune system. There is a solution

Our Compound Strengthens the Immune System

Say it, Show it, Stage it

I get it on the elements

Our Compound Strengthens the Immune System

Instead of PowerPoint animation, create a slide build by duplicating your slides

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Example of Staging a Handout

Bridge Considerations

Two-Span Design Options

Front

Bridge Considerations

Single-Span Design Options

Back

The I² Update

Step #3

Focus

Content

Insight

A. Audience Analysis

B. Create Intro SSBQ

C. Bottom Line

A. 6Ws

B. Other Formats

C. So What?

A. Say, Show, Stage

B. Be Consultative

Share your...

thinking

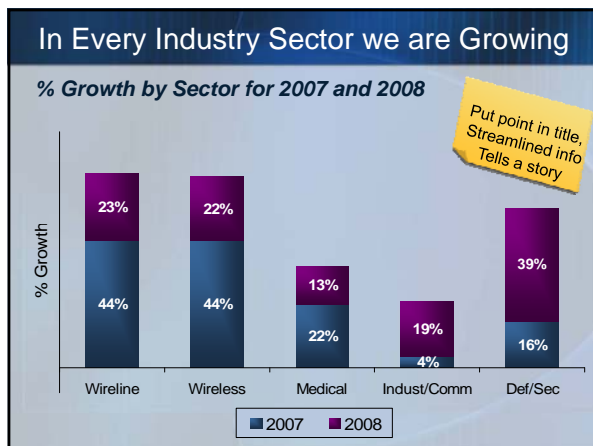
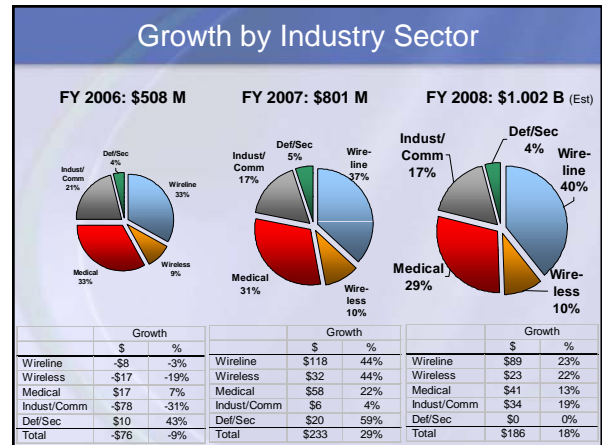
approach

opinion

experiences

observations

Be the Consultant when you talk



Our History

- Founded in 1977**
- Full service company providing disaster recovery, construction, demolition, and environmental services globally.**
- Privately held company actively managed by its sole owner and founder.**
- Handled the clean-up for major disasters like Hurricane Andrew and Katrina**

Beyond Information to Insight

A History of Clean-up After Major Events

Timeline of clean-up after major events:

- 1977: MN Tornado
- 1992: Major Snow Removal
- 1998: Hurricane Andrew
- 2005: Greenland USAF Demolition
- 2009: Hurricane Katrina

*Point in title
Items labeled
Tells a story*

ESOP and What it Means to You

Employee Stock Ownership Plan

- Similar to profit sharing
- All full time employees are owners
- Must be vested 100% in six years
- Stock contributions are tax deductible
- Dividends are tax deductible

ESOP

Think like an owner – this is your house now

ESOP – What it means to you

*Use an analogy
Tells a story*

- All full time employees are owners
- Must be vested 100% in six years
- Stock contributions are tax deductible
- Dividends are tax deductible
- This provides funds to grow

Techniques That Provide Insight

- 1 Say it, Show it, Stage it
- 2 Put point in the title
- 3 Streamline the information
- 4 Label all important elements
- 5 Provide an analogy or example
- 6 Tell a story in how you share your information

BEYOND *i* to Insight

spokenImpact
Creating presentations that mean business