Advanced Tips for Giving an Effective Presentation

William Ellet
What does a presenter want from the audience?

• To listen.

• To understand.

• To remember.
Simple, yes?

- No, much harder to achieve than it seems.
- Primary obstacle?
Age of Distraction
What can you do to achieve the three goals?
1. Content

2. Storytelling

3. Visuals and Slides
1. Content
What does your audience need to know?

• First, build your presentation around a small set of key points.

• Second, limit the detail supporting or explaining your key points.
Why?

- A presentation with a large number of equally important points stresses the cognitive resources of audiences and results in overloading and confusing them. A large amount of detail related to each key point similarly further depletes cognitive resources. Inexperienced presenters and even experienced presenters consistently overestimate how much information audiences can absorb.
Why?

• Audiences don’t remember very much.
Outlines of presentations with small number of key points
Key points: pitch for startup

Opportunity

Capture unrealized value

Business model

Value to customer
Go-to-market strategy
Team
Operations and technology
Cash flow

Competitors and competitive advantage
Opportunity

Capture unrealized value

Subscription box market increased 800% in four years

75% of customers value products that are socially responsible

Very few subscription box products promote social causes

Business model

Product/service

Subscription box

Stylish apparel from Asian artisans

Artisans typically women living in extreme poverty
2. Storytelling
Watch this and tell us what you saw.
We seem to be hardwired to create, tell, and receive stories.
Dreams

• We dream most of the time while we sleep.

• We are telling stories to ourselves.
Daydreams

• We daydream a lot—again, we are telling stories to ourselves.

• Mundane daydream: what I’m going to do after this webinar.

• Exciting daydream: what I’m going to do on my vacation.
Someone else’s stories

• We watch stories. Most TV shows and movies are stories.

• We read stories. Novels, short stories, poems, and many nonfiction books are stories.

• We listen to stories. Most songs and all operas are stories. Symphonies tell stories of mood and emotion.
Jill Bolte Taylor
"My stroke of insight"
Telling Stories

• Advantages
  • Engaging: we have inherent interest in stories.
  • Easy for presenter to remember.
  • Easy for audience to follow.
  • Easy for audience to remember.

• Disadvantages
  • Long-winded stories are annoying.
  • Stories tenuously connected to content are confusing.
  • Weak "punch lines" rob story of impact.
3. Visuals and Slides
Visuals

- They help engage and re-engage attention.
- They provoke emotion.
- They help audience remember (Picture Superiority Effect).
Picture Superiority Effect

• We remember images better than words.

• Using both images and spoken words helps audience better understand and remember.
Using visuals to show a relationship
(16:34)
Using visuals to tell a story
Genuinely Crafted

Unique, handmade crafts and accessories from impoverished artisan communities in Southeast Asia
Unique Products

Burmese Gold Leaf Lacquer made from native trees

Bangles made from vines

Jewelry box made from palm leaves
Visuals and Emotion

- Images can provoke emotions.
- Image + emotion =
  - Enhanced attention.
  - Longer lasting memory.
Measures to Prevent Substandard Working Conditions in Vendor Facilities

• Inspected 67% of all 10 outsourcing facilities, with total employment of 12,000 individuals in six countries

• Within 18 months will inspect the remaining facilities as follows: 20% in six months, remaining within one year

• Found on average 51 violations per facility.

• 30% of the violations were deemed serious (e.g., could pose threat to health and safety of workers).
Our company doesn’t tolerate this.
We’re correcting threats to health and safety of workers at all plants.
• Most common flaw of slides?
Overview of Starboard Value LP

- Starboard Value LP is a deep value oriented investment firm that specializes in investing in underperforming companies and analyzing alternative strategies to unlock value for the benefit of all shareholders.
  - Our approach to investment research begins with a deep fundamental understanding of a company’s businesses, end markets, and competitive positioning.
  - We compile information from a variety of publicly available sources, including our own primary research, as well as interviews with industry executives, consultants, customers, partners, competitors, and other investors.
  - We evaluate each company with an open mind and welcome constructive discussions with management regarding corporate strategy and their vision for the future.

- Starboard has been making active investments in public companies for over twelve years.
  - We generate returns through an increase in shareholder value at our portfolio companies.
  - Our interests are therefore directly aligned with those of all shareholders.

- Over the past twelve years, Starboard has added or replaced approximately 115 corporate directors on approximately 40 corporate boards.¹
  - We understand the requirements of public board service and how to be effective in the boardroom while remaining professional and constructive.

- Although it is difficult to quantify the direct impact of change in board composition on stock price performance, in our experience it has had a material positive impact. According to 13D Monitor, a leading independent research provider on shareholder activism:
  - “Starboard’s average return on a 13D filing is 28.9% (versus an average of 8.8% for the S&P500 during the same time periods). However, when they have received a board seat, their average 13D return has been 34.3% versus 13.1% for the S&P500.” ²

¹Includes investments that Starboard’s investment team managed while at Starboard’s predecessor, Raminus Value and Opportunity Master Fund, Ltd.
²Statistics from 13D Monitor as of March 21, 2014. Past performance is not indicative of future results and no representation is being made herein that any investment will or is likely to achieve returns in line with historical data.
Product Features

- **Use**: Simultaneous quantitative measurement of drugs and treatment-related biomarkers
- **Sample Size**: 5-10μL of blood
- **Time**: Multiplex assays complete in < 30 minutes
- **Calibration/Control**: On board with each measurement
- **Operating Principle**: Chemiluminescent/Immunoassay
- **Dynamic Range**: Low picogram/mL – high microgram/mL
- **Accuracy**: Results comparable to “gold standards”
- **Precision**: Average total 5-7% Coefficient of Variation or better
- **Data Reporting**: Immediate upload from secured server
- **Attractiveness**: New assays can be developed and implemented within about three months and can be fully developed at ISO 9000 standards within about six months.
"PowerPoint makes us stupid."

--General James N. Mattis, Secretary of Defense
If audience can’t retain information on slide, why make them try?
Effective slides have three characteristics.
• Visually clear
• Concise
• Have impact
Oil & gas has economic benefits for Alabama.

Direct
- Oil & Gas
  - E.g., Drilling

Indirect
- Supply Chain
  - E.g., Drilling equipment

Induced
- Consumption
  - E.g., Food
Timing concerns: We seriously question why management appears to be in such a rush to separate Red Lobster

Given Red Lobster’s significant underperformance and temporary commodity price headwinds, we question why management appears to be rushing a separation.

- Same-store-sales growth has declined from 5.9% in 3Q12 to (8.8%) in 3Q14.

- Traffic growth has declined from 1.2% in 3Q12 to (14.1%) in 3Q14.

- EBITDA margins have declined from 11.7% in 2012 to 9.3% 12-months ended 11/24/2013.

After owning Red Lobster for decades, why is now the right time to rush through a separation, especially in light of objections from some of the Company’s largest shareholders?

Source: Company filings and Wall Street equity research.

Please see our accompanying presentation: A Primer on Darden’s Real Estate
Why spin off Red Lobster now?
<table>
<thead>
<tr>
<th>Time period</th>
<th>Sales/store</th>
<th>Traffic</th>
<th>EBITDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>3Q 2012</td>
<td>5.9%</td>
<td>1.2%</td>
<td>11.7%</td>
</tr>
<tr>
<td>3Q 2014</td>
<td>-8.8%</td>
<td>-14.1%</td>
<td>9.3%</td>
</tr>
</tbody>
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Coca Cola’s Foreign Sales Growth

- 55% of Coca Cola’s new operating income comes from outside North America.
- In a recent quarter, North American sales gained 1%. Unit sales of carbonated soft drinks have declined each year since 2001.
- In the Pacific region, including China and Japan, sales gained 5%. The company will invest an additional $4 billion in China in the next 3 years.
- In the company’s Eurasia and Africa group, sales increased 4%. Sales volume in India rose 20%.
Most of Coca Cola’s net operating income comes from outside North America.

Coca Cola Sales Increases in a Recent Quarter

- North America: 1%
- Pacific: 5%
- Eurasia-Africa: 4%
Questions?