



Chief Actuary 360° Program  
Growing the Next G of Chief Actuaries



Sydney, 18 November 2013

# Communication, Impact and Influence

## Martin Mulcare

“You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you.”

— [Dale Carnegie](#), [How to Win Friends and Influence People](#)



# Building Business Relationships

Four Critical Elements:

- Understanding
- Appreciation
- Respect
- Trust



# Building Business Relationships

## Situation:

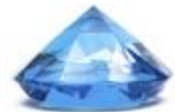
- Belinda Holden has joined your Executive Team today.
- She is in a newly created role, Chief Strategy Officer.
- What can you do, this week, to successfully commence this important business relationship?



# Delivering Clear Messages to Boards

## Principles:

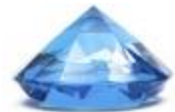
- Clear objectives and outcomes
- Optimise impact in limited time.



# Delivering Clear Messages to Boards

## Situation:

- You have been asked to present to the Board.
- They want your ideas on Actuarial Transformation.
- What are the first three things you will think about?



# Delivering Clear Messages to Boards

First Three – In Order:

1. The audience
2. The outcome
3. The style





# Delivering Clear Messages to Boards

How will you deliver?

- Physical considerations
- Materials and aids
- Audience interaction





# Communication, Impact and Influence



- **Consciously cultivate your key business relationships - UART**
- **Plan your presentations and vary your delivery – More options....**





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