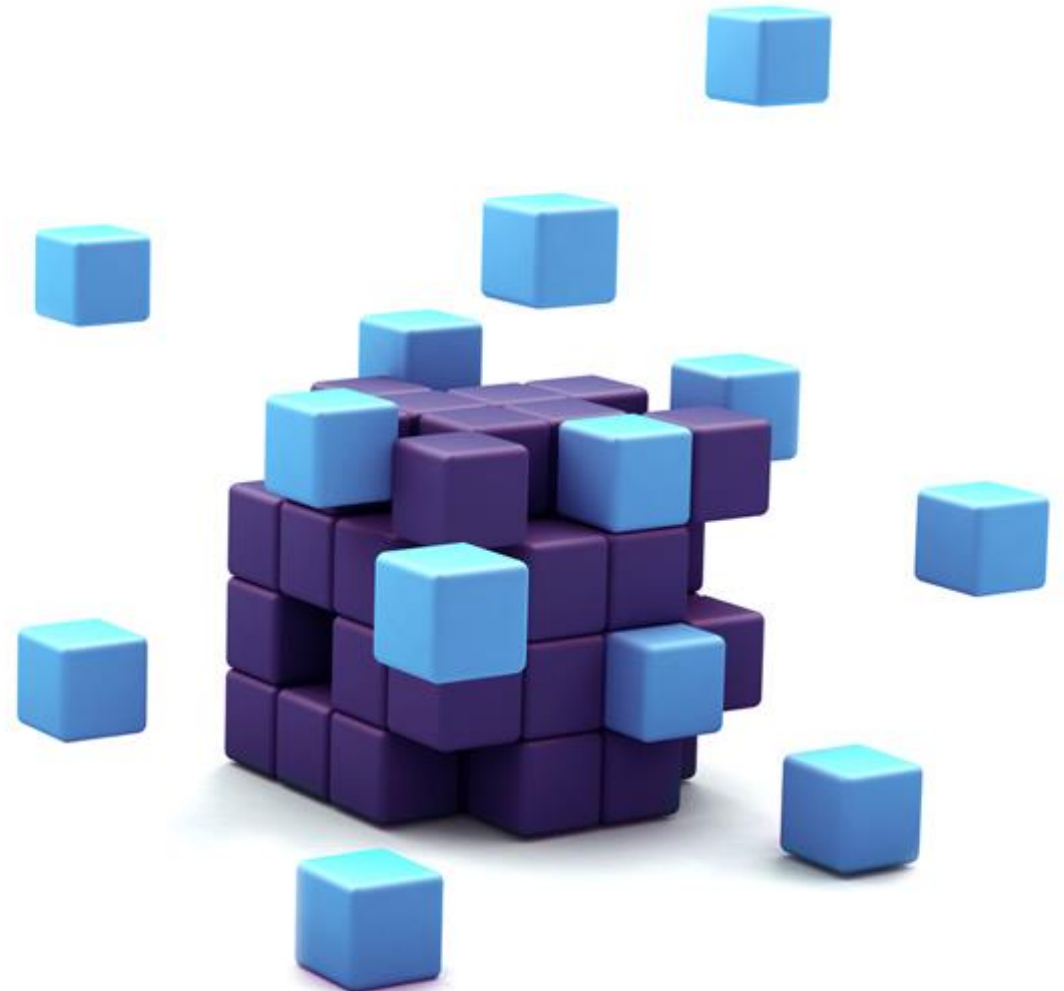


# PLANNING, BUDGETING AND FORECASTING 101

SEPTEMBER / NOVEMBER 2018 - 6 CFU

## LESSON 4



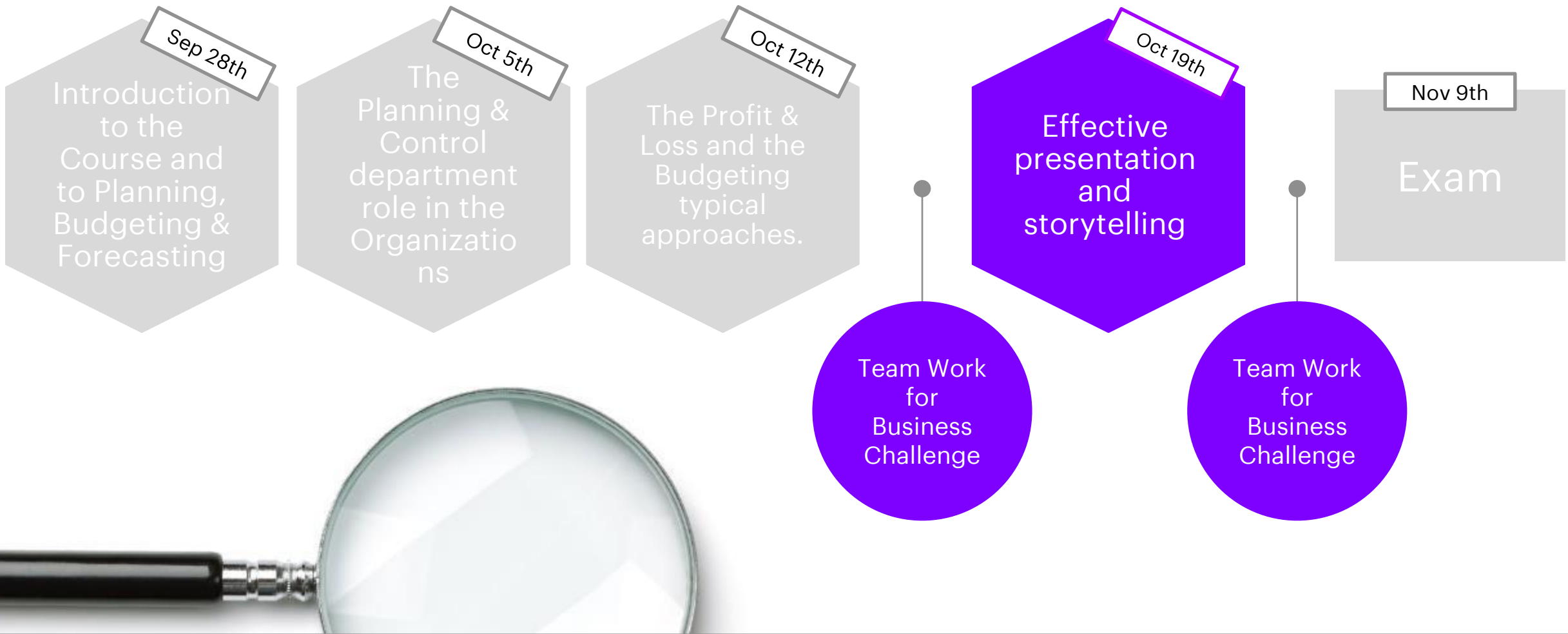
# ICE BREAKER

YOUR STORY IN 10  
SECONDS



# COURSE TARGETS AND STRUCTURE

The aim of this course, which includes a **Business Challenge**, is to **bring students closer to the real working life within the Planning and Control departments**.



**ANY  
QUESTIONS  
?**



**ARE YOU  
READY?**



# **EFFECTIVE PRESENTATIONS AND STORYTELLING**



I will effectively  
communicate with others.

I will effectively  
communicate with others.

I will effectively  
communicate with others.



# EFFECTIVE PRESENTATIONS AND STORYTELLING

**THERE ARE MILLIONS OF STORIES OUT THERE,  
PEOPLE, COMPANIES AND PRODUCTS.**

**NOT ALL OF THEM SUCCEED,  
HOWEVER, IN ATTRACTING THEIR  
LISTENERS AS MAGNETS.**

**NOT ALL STORIES HAVE THE  
INGREDIENTS OF SUCCESS  
TO BE MEMORABLE.**





## WHY DO WE TELL FAIRY TALES TO CHILDREN ?



## THE MORPHOLOGY OF THE FAIRY TALE: THE HERO, THE ANTAGONIST, THE MAGICAL OBJECT, THE PROBLEM AND THE SOLUTION...



# EFFECTIVE PRESENTATIONS AND STORYTELLING

**AND THE  
STORYTELLING  
IS THE WAY  
THAT ...**



**PEOPLES FORM  
THEIR  
MYTHOLOGICAL  
LANGUAGE TO  
FIND A COMMON  
IDENTITY...**



# EFFECTIVE PRESENTATIONS AND STORYTELLING

**POLITICIANS  
GATHER THE  
MASSES  
AROUND A  
DREAM OR  
AN IDEAL TO  
CREATE  
CONSENSUS**





**BRANDS TELL  
WHAT THEY ARE,  
TO WHOM THEY  
WANT TO TALK,  
WITH WHAT  
MYTHOLOGY  
AND TO SATISFY  
WHAT NEEDS,  
DREAMS OR  
DESIRES.**



# EFFECTIVE PRESENTATIONS AND STORYTELLING

**THUS, NIKE  
CELEBRATES  
SPORTSMEN  
AND THEIR  
RECORDS.  
NIKE DOES  
NOT TALK  
ABOUT SHOES.**





# EFFECTIVE PRESENTATIONS AND STORYTELLING

**WHILE  
REDBULL  
CELEBRATES  
THE MYTH OF  
ADVENTURE.  
NOT THE TASTE  
OF AN ENERGY  
DRINK.**





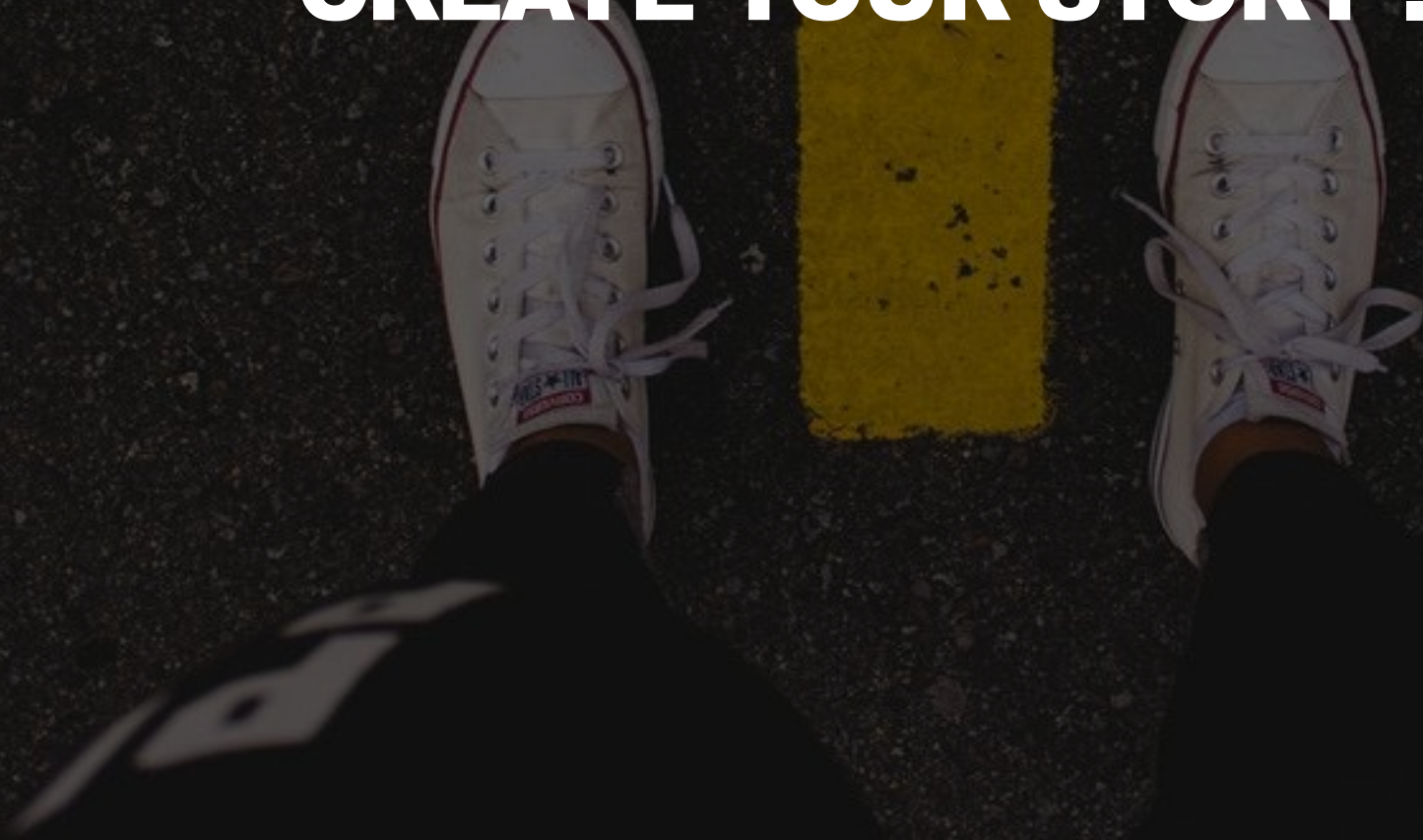
# EFFECTIVE PRESENTATIONS AND STORYTELLING



**WITH THE  
STORYTELLING,  
YOU CAN  
MANAGE A JOB  
INTERVIEW, OR  
DISCUSS YOUR  
EXAM... AND  
MUCH MORE**



**LET'S UNDERSTAND TOGETHER HOW TO  
CREATE YOUR STORY ...**





# EFFECTIVE PRESENTATIONS AND STORYTELLING

**Verbal**

**Non-  
verbal**

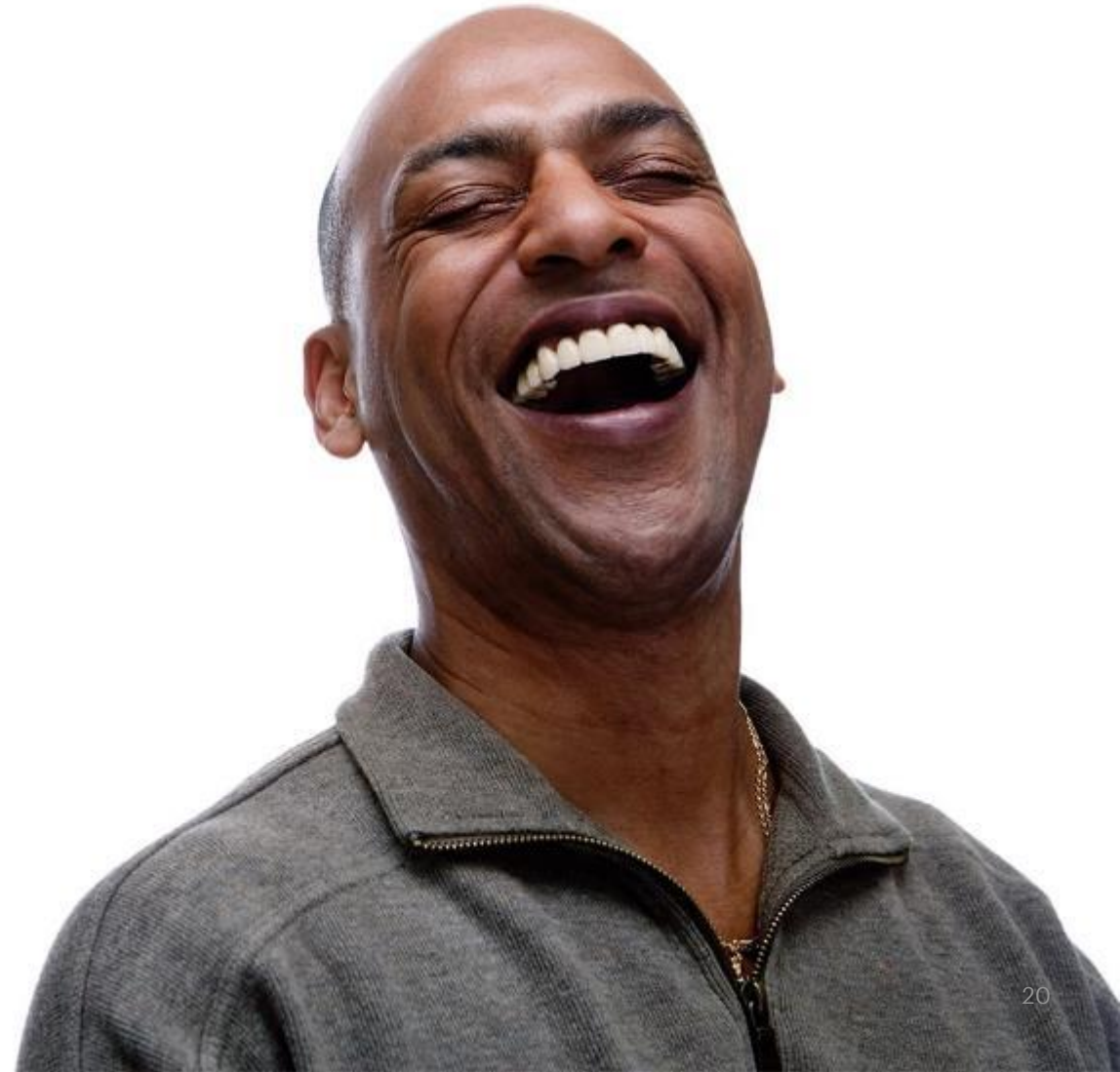
**Para-  
Verbal**



# EFFECTIVE PRESENTATIONS AND STORYTELLING

**DID YOU  
KNOW THAT  
55% OF  
OUR WAY OF  
COMMUNICATING IS  
NON-  
VERBAL?**

**Non-  
verbal**



# EFFECTIVE PRESENTATIONS AND STORYTELLING

**Verbal**

**ONLY 7% OF WHAT WE  
COMMUNICATE PASSES  
THROUGH WORDS**

Albert Mehrabian, 1967



# EFFECTIVE PRESENTATIONS AND STORYTELLING

**AND 38% IS PARA-  
VERBAL!**

**Para-  
Verbal**



# EFFECTIVE PRESENTATIONS AND STORYTELLING

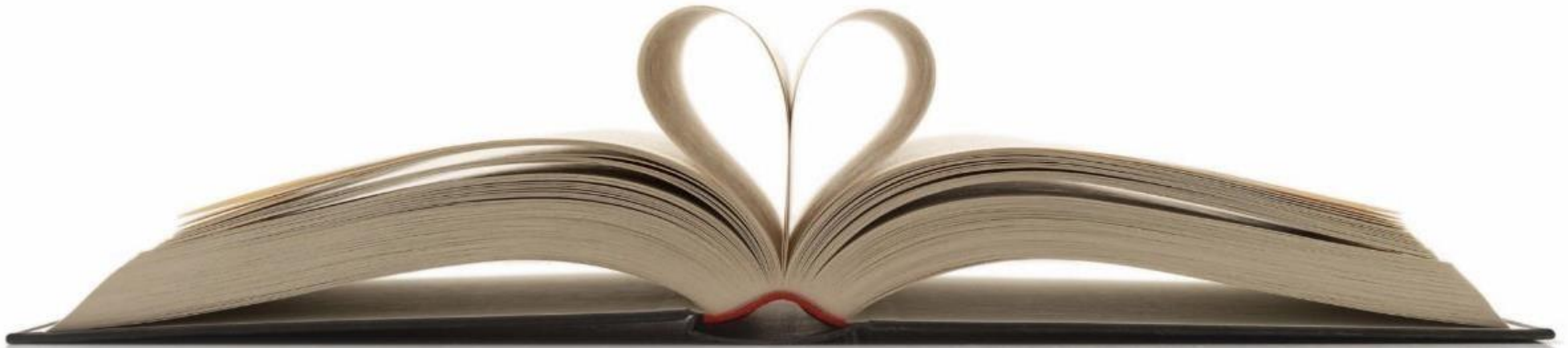
**S**

**T**

**O**

**R**

**Y**





S T O R Y

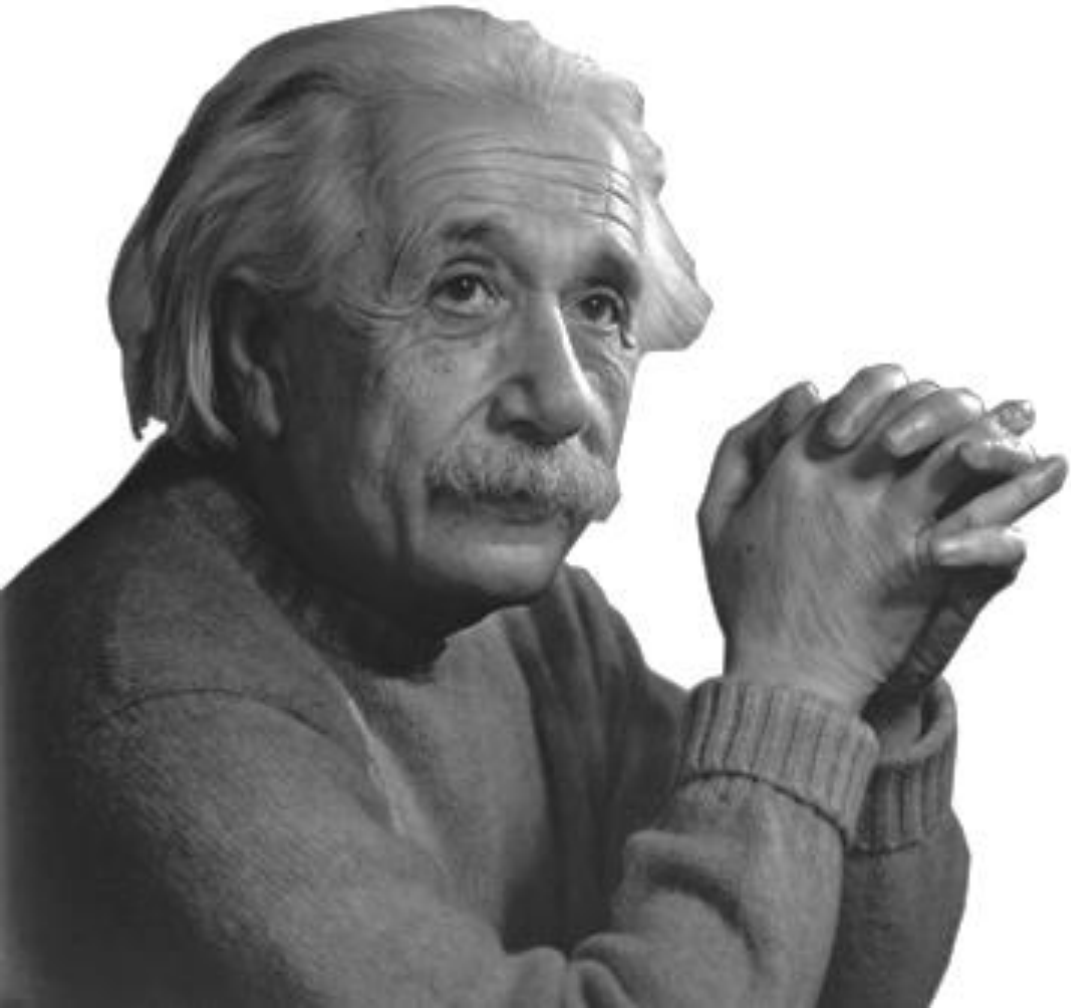
7

ARE THE  
**SECONDS** TO  
ATTRACT THE  
**ATTENTION** OF  
YOUR AUDIENCE



# EFFECTIVE PRESENTATIONS AND STORYTELLING

S T O R Y



**DON'T  
OVERSTIMATE  
YOUR AUDIENCE**

# EFFECTIVE PRESENTATIONS AND STORYTELLING

S

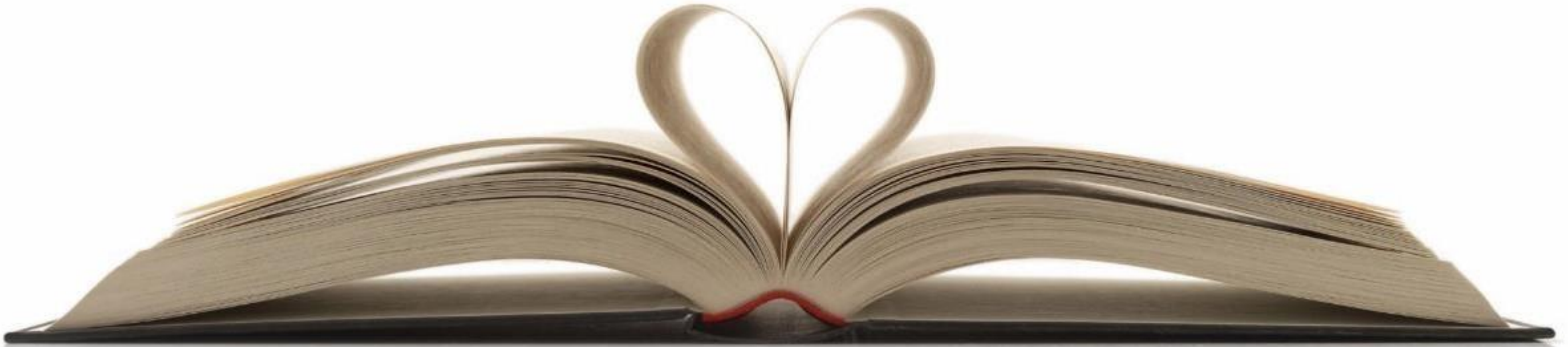
T

O

R

Y

**TELL A STORY**



# EFFECTIVE PRESENTATIONS AND STORYTELLING

E  
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L  
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C  
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D  
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A  
Y  
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M  
O  
R  
O  
V  
G  
I  
E  
Y  
W

DETAILS

X  
A  
M  
P  
L  
E

5 SENSES



**WHEN  
IT  
COMES  
TO  
FOOD...**





**DESCRIBE  
YOUR  
EXPERIENCE:  
FROM WHEN  
YOU PICK UP  
THE CANDY  
UNTIL YOU  
EAT IT**



**S**

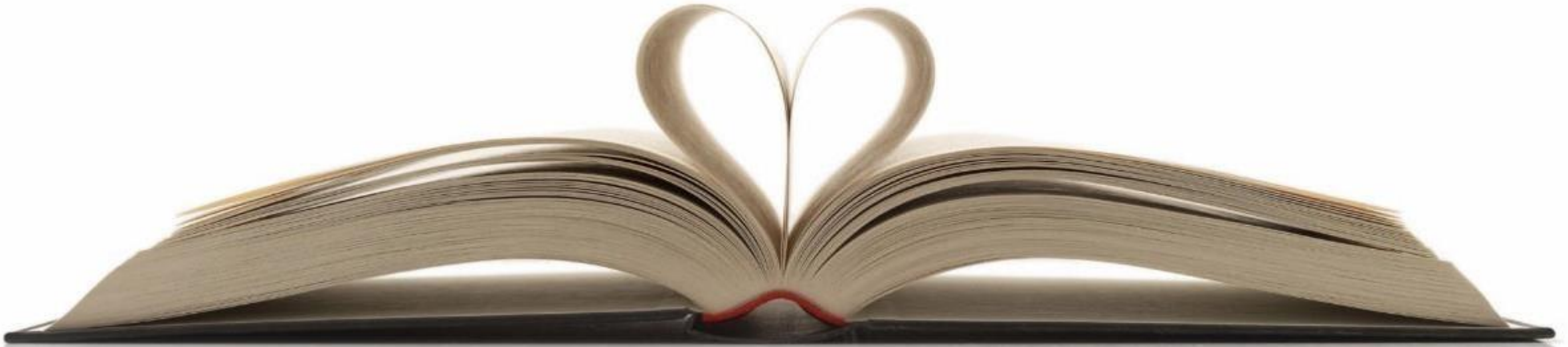
**T**

**O**

**R**

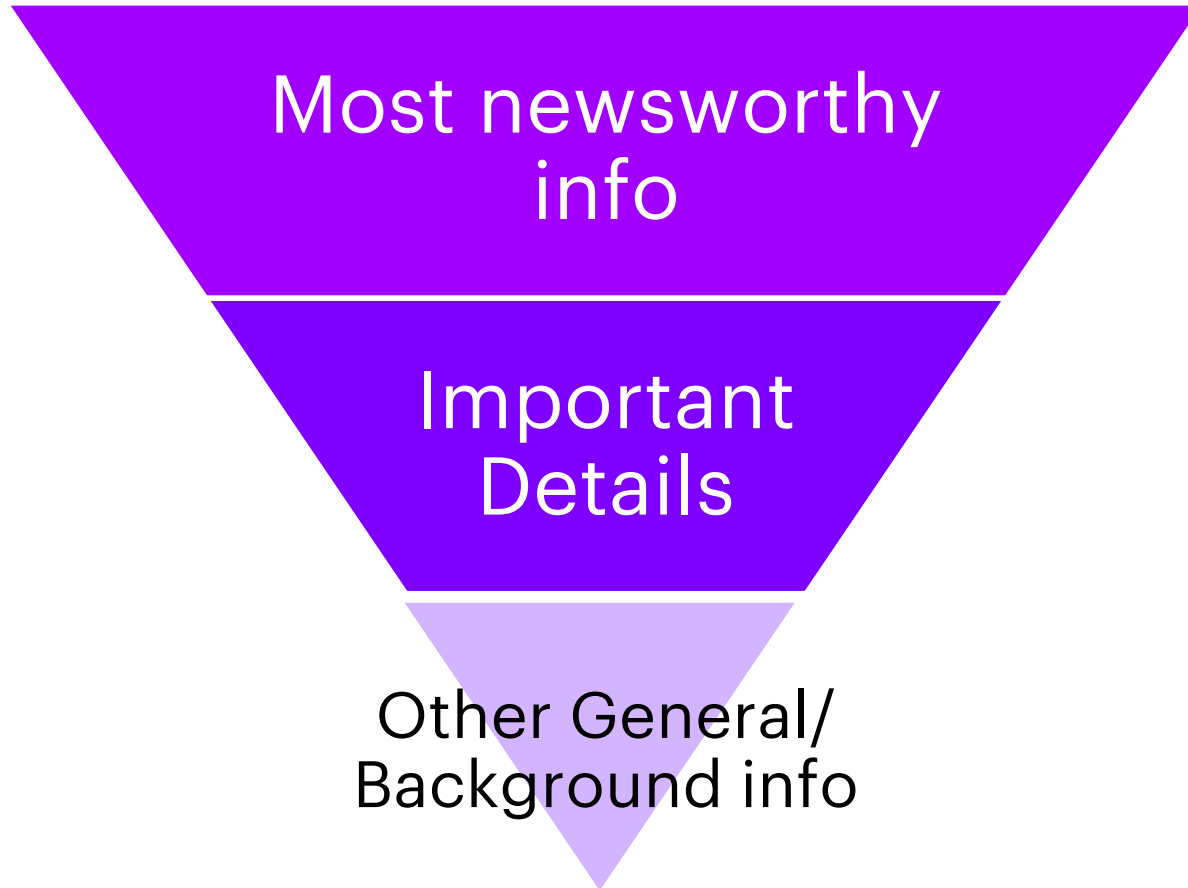
**Y**

**ORGANIZE YOUR NARRATIVE**



# EFFECTIVE PRESENTATIONS AND STORYTELLING

## INVERTED JOURNALISM PYRAMID



**IN A CONTEXT  
OF FIERCE  
COMPETITIVE  
ATTENTION,  
IF YOU DO  
NOT START  
"ROCKET",  
YOU'VE LOST**

# EFFECTIVE PRESENTATIONS AND STORYTELLING

## AUTHORITATIVENESS



**Raise the tone of the voice to a slightly higher volume than normal**

## PACE



**If you're talking to a group of people, slow down the pace**

## VOICETONE



**Give emphasis to the words and phrases that count**

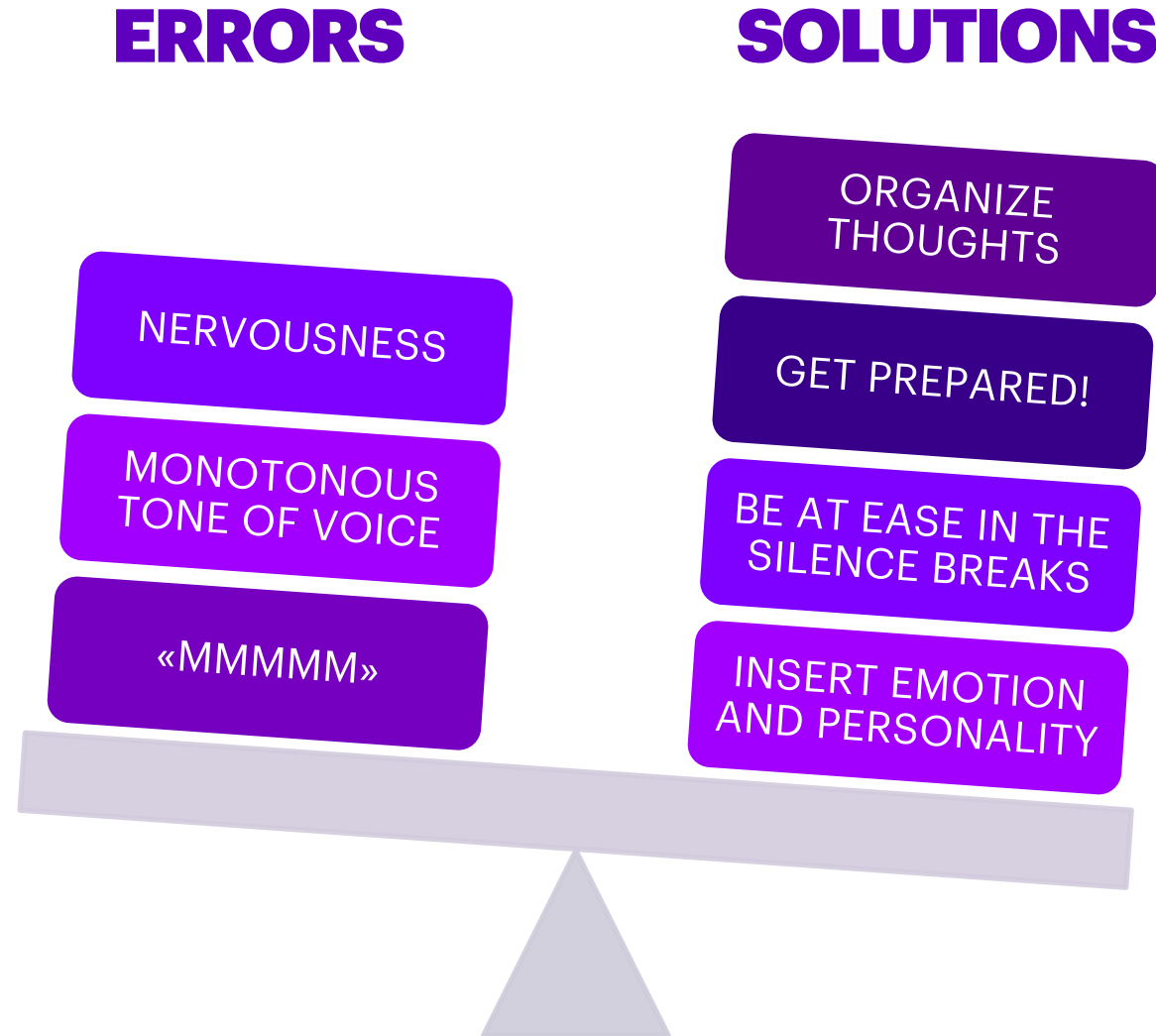
## PAUSE



**The "vocal" punctuation shows that you have control and that you are sure of what you are talking about**

**WHAT  
YOU SAY  
AND  
HOW  
YOU SAY  
IT!**

# EFFECTIVE PRESENTATIONS AND STORYTELLING



# EFFECTIVE PRESENTATIONS AND STORYTELLING

**S**

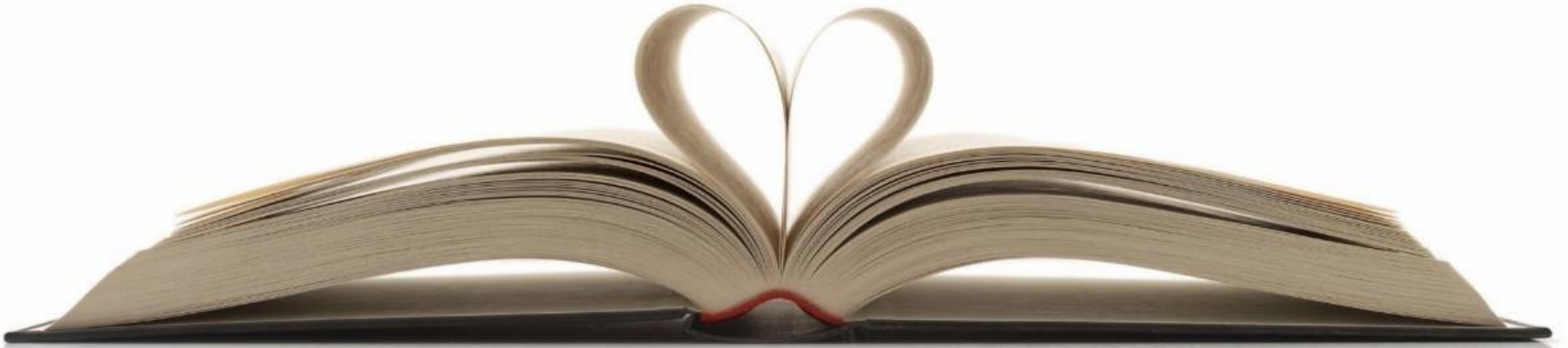
**T**

**O**

**R**

**Y**

**REMEMBER MEHRABIAN**





# EFFECTIVE PRESENTATIONS AND STORYTELLING

PLEASE

THANK YOU

SORRY



**NON-VERBAL COMMUNICATION REPRESENTS MORE THAN 2/3 OF HOW WE COMMUNICATE OUR MESSAGES!**

# EFFECTIVE PRESENTATIONS AND STORYTELLING

## VOICE

NOT FLUENT

LOW VOLUME

NO INFLECTION

TOO SLOW

TOO FAST

BROKEN

## PERCEPTION

WEAK

TIMID

UNIMAGINATIVE

BORING

UNDER PRESSURE

STRESSED



# EFFECTIVE PRESENTATIONS AND STORYTELLING

**S**

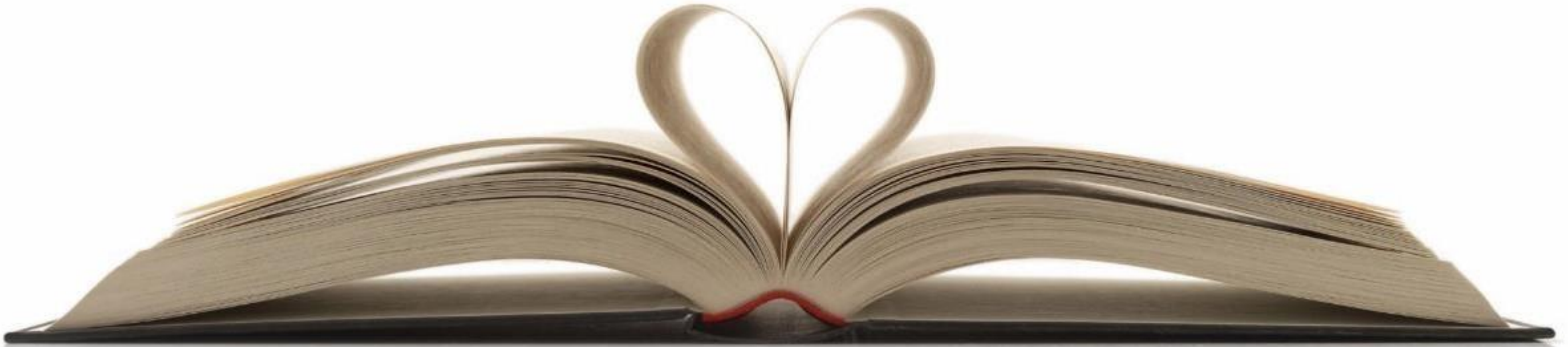
**T**

**O**

**R**

**Y**

**YOU MUST PREPARE!**



# EFFECTIVE PRESENTATIONS AND STORYTELLING

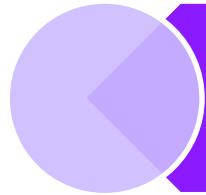
**PRACTICE,  
PRACTICE,  
PRACTICE,  
PRACTICE,  
PRACTICE,  
PRACTICE,  
PRACTICE,  
...BUT NOT TOO MUCH!**





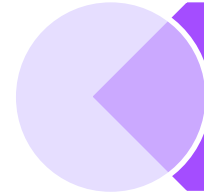
# FOCUS ON – TEAM WORK / BUSINESS CHALLENGE

## WHAT YOU NEED TO DO!

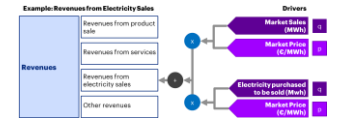


**Given the  
Management  
Profit & Loss**

Revenues
Cost of goods sold
Trade Commission
<b>GROSS MARGIN</b>
Costs of sales
<b>MARGIN FROM SALES</b>
Costs of operations
<b>MARGIN FROM OPERATIONS</b>
General and Administrative
Other income/expenses
<b>EBITDA</b>
Depreciation and Amortization of tangible/financial assets
Other Depreciation and Amortization
<b>EBIT</b>
<b>PRODUCT MARGIN</b>



**Given the Driver  
Based Budgeting  
approach**



**Choose one  
company**  
(real or  
imaginary)

Create, in  
Excel, **your**  
**Management  
Profit and  
Loss** for the  
company you  
have chosen

Create, in excel, **a  
driver based  
calculation for at  
least 3 accounts**  
(e.g. 2 revenues  
and 1 cost) of **your**  
**Management  
Profit & Loss**

**Present your  
work during  
the exam!**

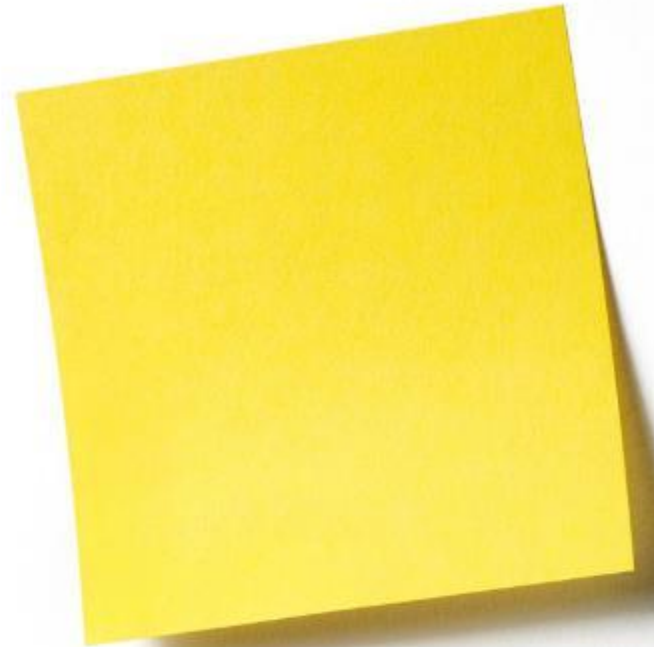
# ANY QUESTION?



# THE EXAM

**FRIDAY NOVEMBER 9<sup>TH</sup>**

**YOU WILL RECEIVE BY E-MAIL THE EXAM  
TIMETABLE**





**THANK YOU!  
AND SEE  
YOU AT THE  
EXAM!**

