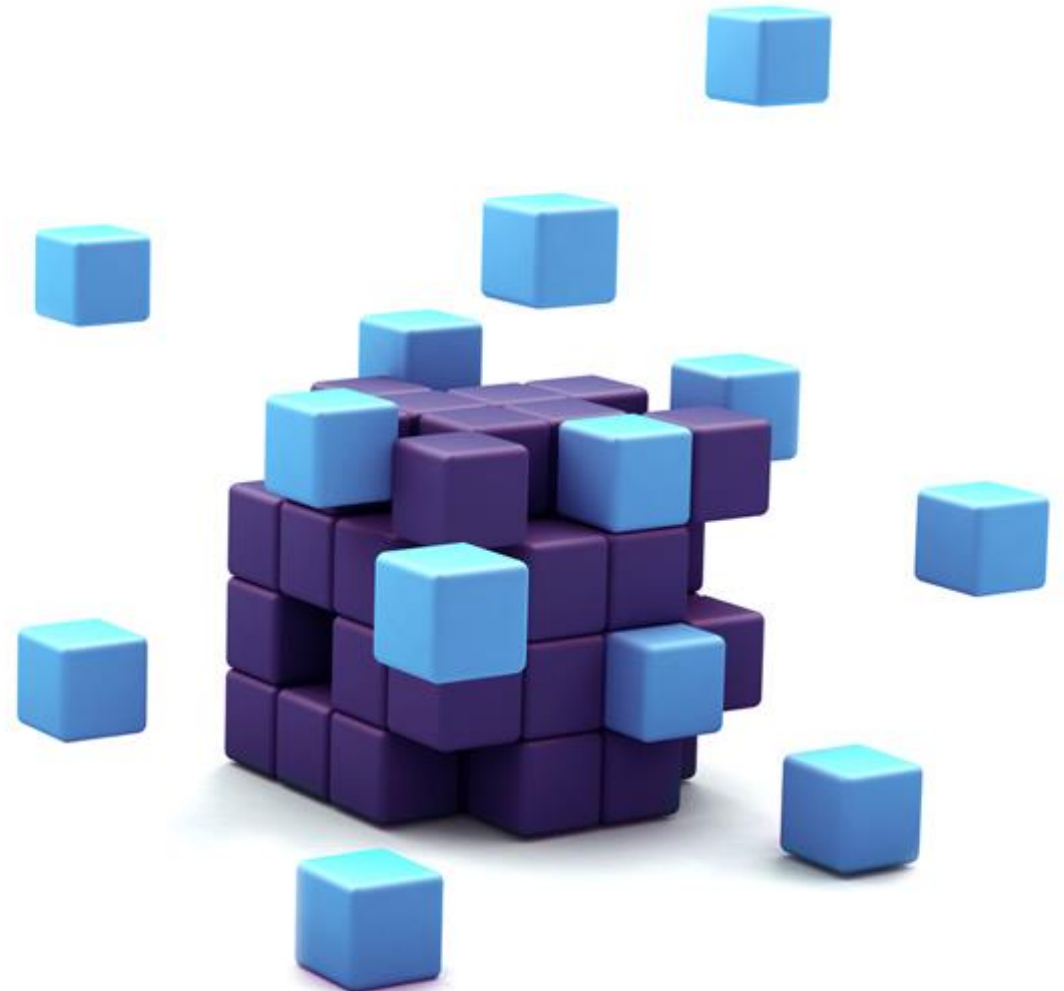


PLANNING, BUDGETING AND FORECASTING 101

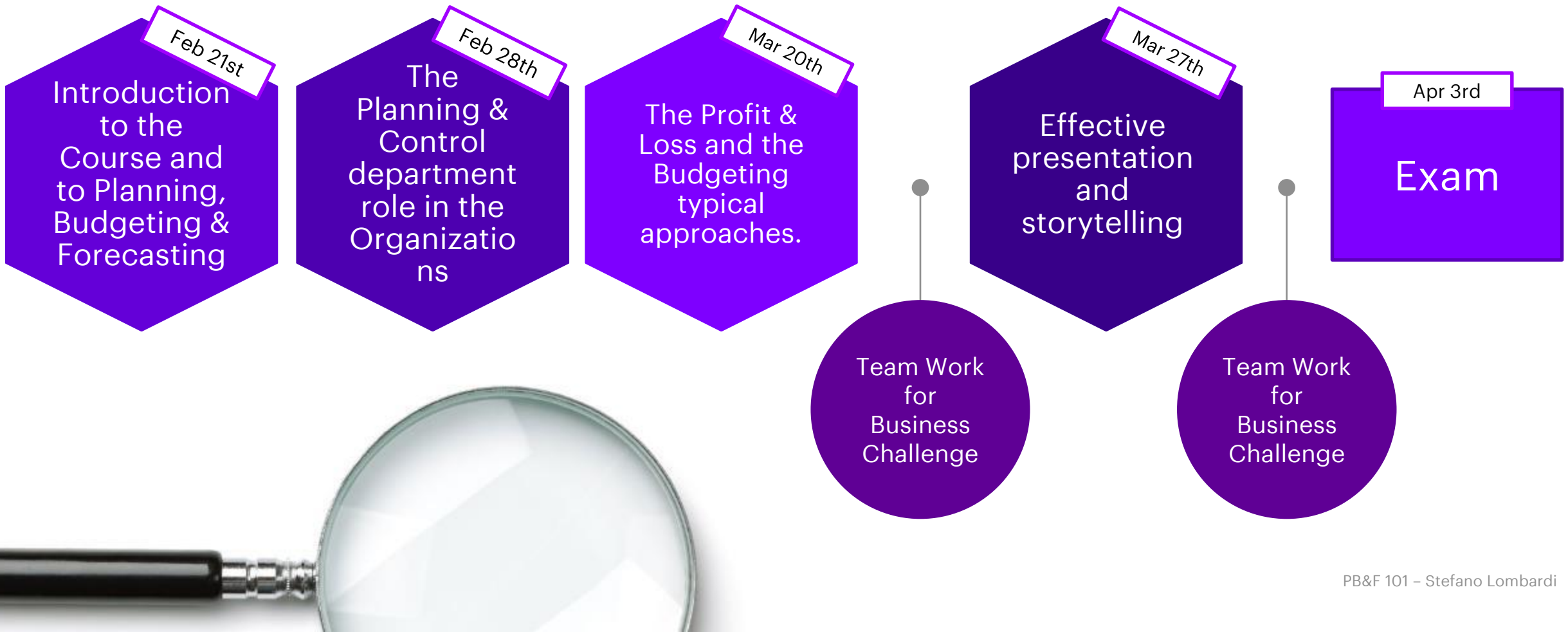
FEBRUARY / MARCH 2020 - 6 CFU

LESSON 4



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.**



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**.

Introduction
to the
Course and
to Planning,
Budgeting &
Forecasting

The
Planning &
Control
department
role in the
Organizations

The Profit &
Loss and the
Budgeting
typical
approaches.

Mar 27th

Effective
presentation
and
storytelling

Apr 3rd

Exam

Team Work
for
Business
Challenge



Team Work
for
Business
Challenge



PB&F 101 - TEAMS

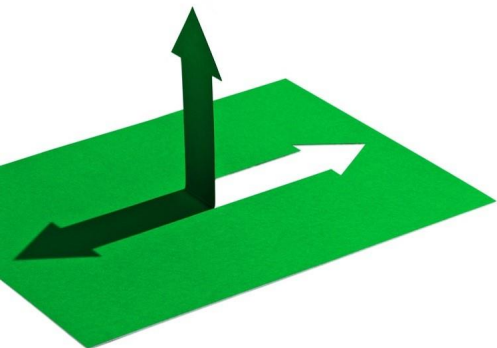
Matricola Number	Name and Surname	Group Name
0240816	Yilin Dong	Group 1 - "Unplanned Planning"
0215986	Marina Manuale	Group 1 - "Unplanned Planning"
0258558	Wanqiu Huang	Group 1 - "Unplanned Planning"

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0283122	Amir Rezkalla	Group 4
	Gamze Kartal	Group 4
	Humira Khan	Group 4

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0287669	Githin Abraham Mathew	Group 5
0280028	Derril Ecclesia	Group 5
0284096	Sarpay Eksi	Group 5
0251417	Syeda Sabrina Asad	Group 5



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...

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

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

**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.**

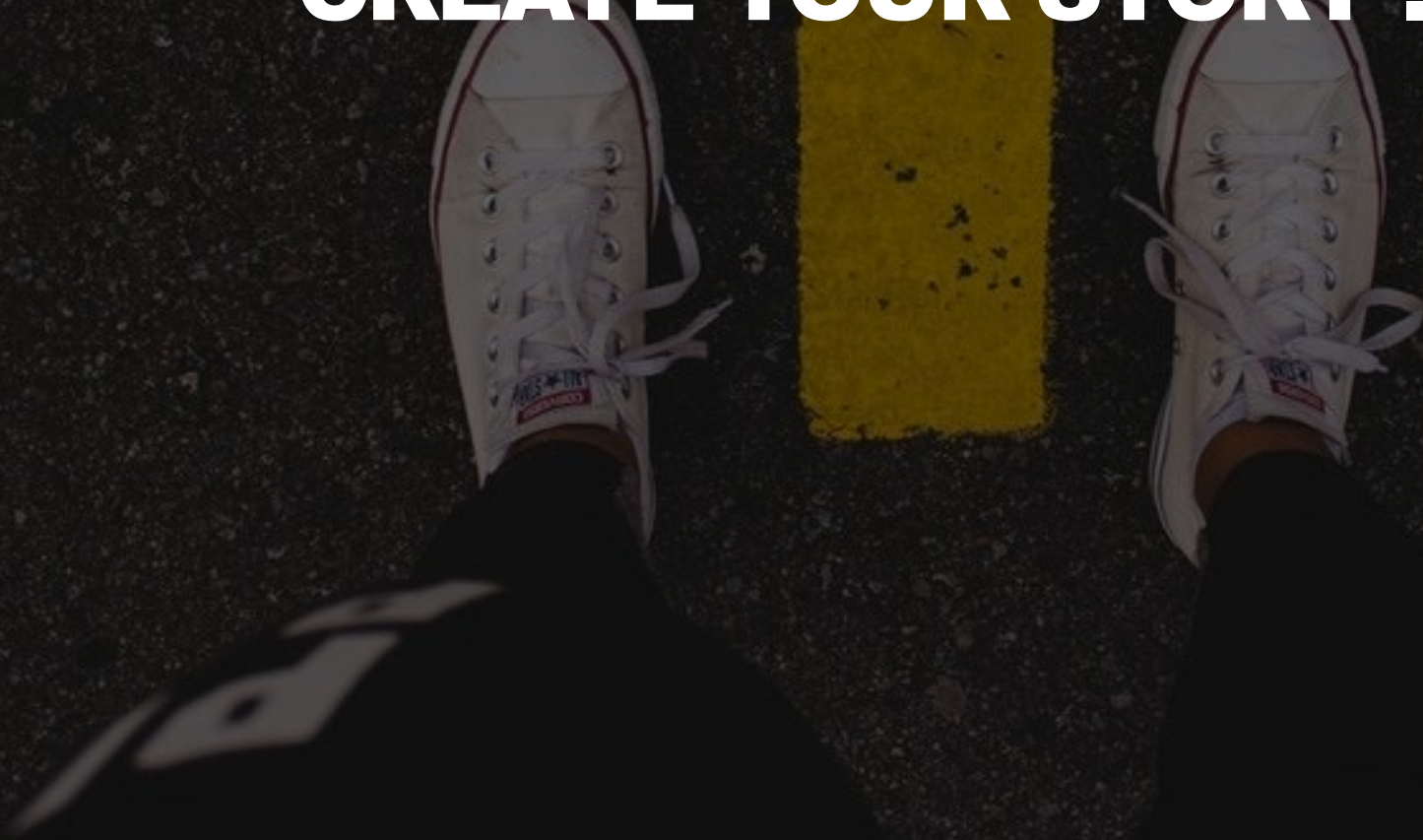


EFFECTIVE PRESENTATIONS AND STORYTELLING



**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**

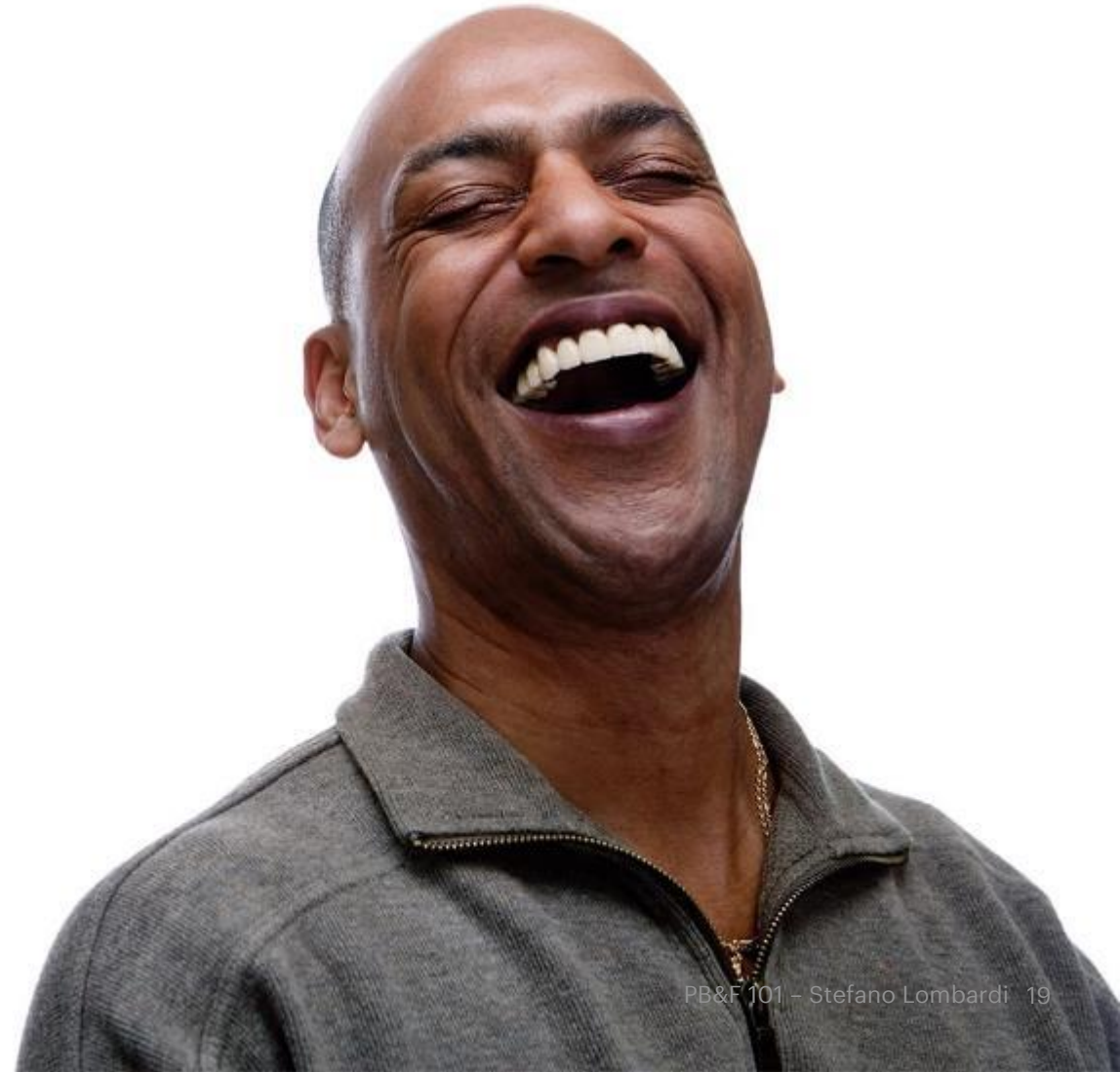
**Para-
Verbal**



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 45% IS PARA-
VERBAL!**

**Para-
Verbal**



EFFECTIVE PRESENTATIONS AND STORYTELLING

**AND ~~45%~~ IS PARA-
VERBAL!**

**Para-
Verbal**



EFFECTIVE PRESENTATIONS AND STORYTELLING

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

**Para-
Verbal**



EFFECTIVE PRESENTATIONS AND STORYTELLING

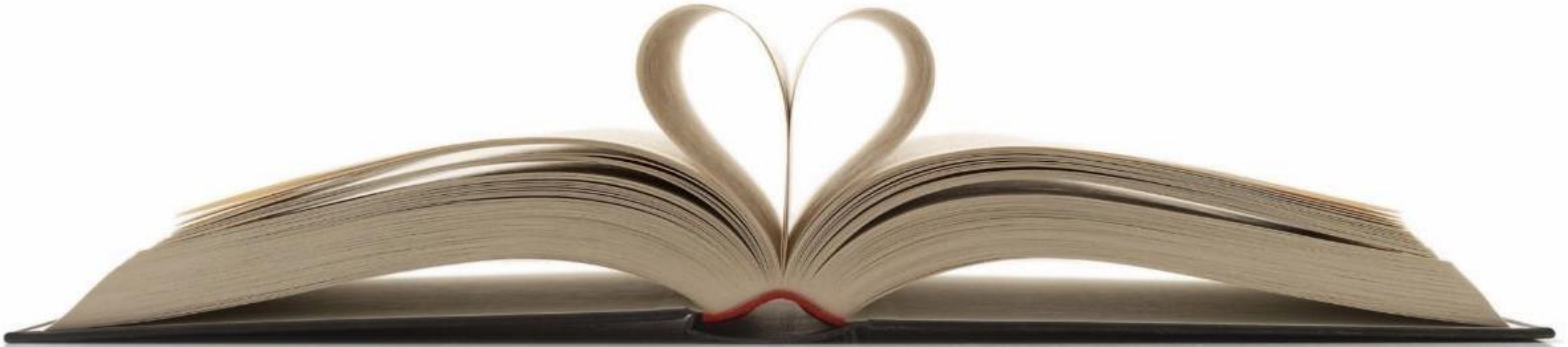
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S T O R Y

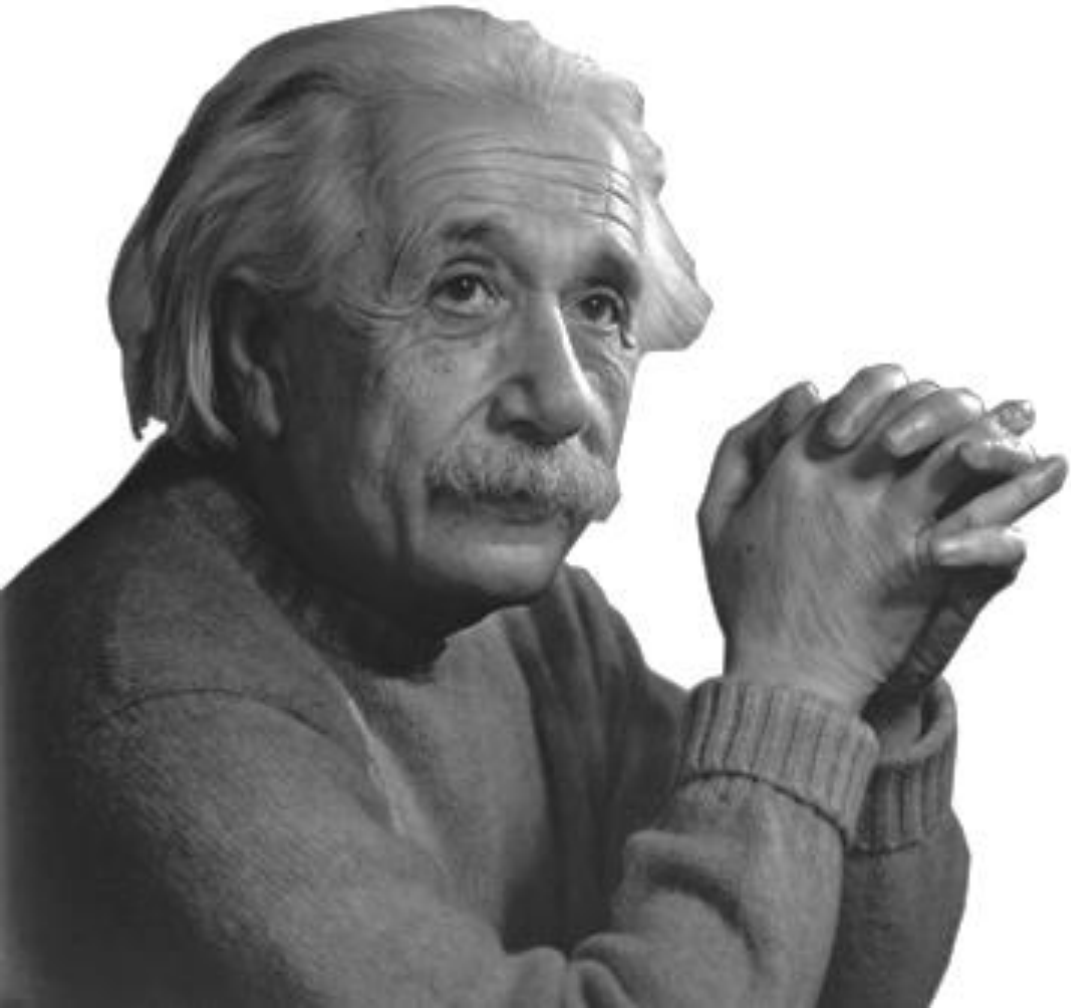
7

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

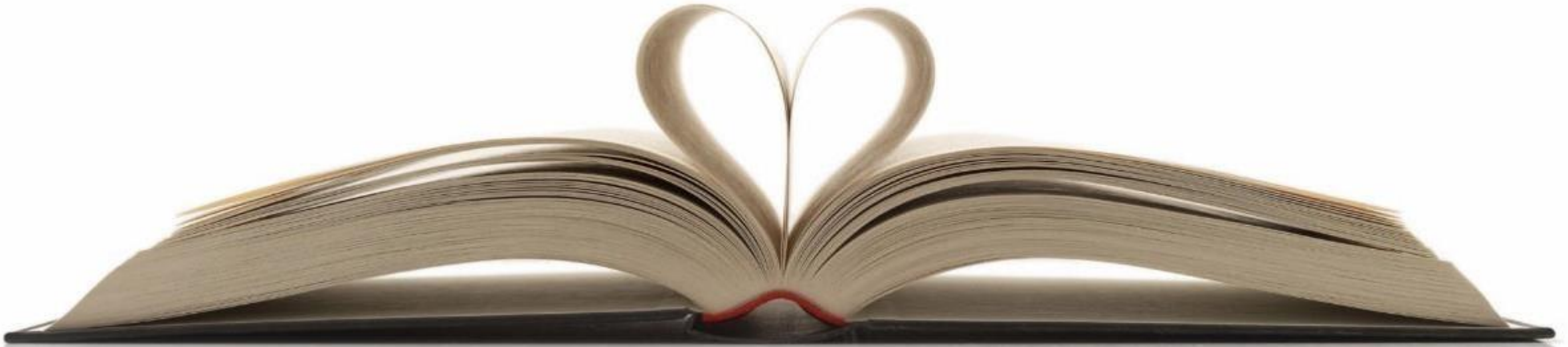
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TELL A STORY



EFFECTIVE PRESENTATIONS AND STORYTELLING

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DETAILS

X
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L
E

5 SENSES



S

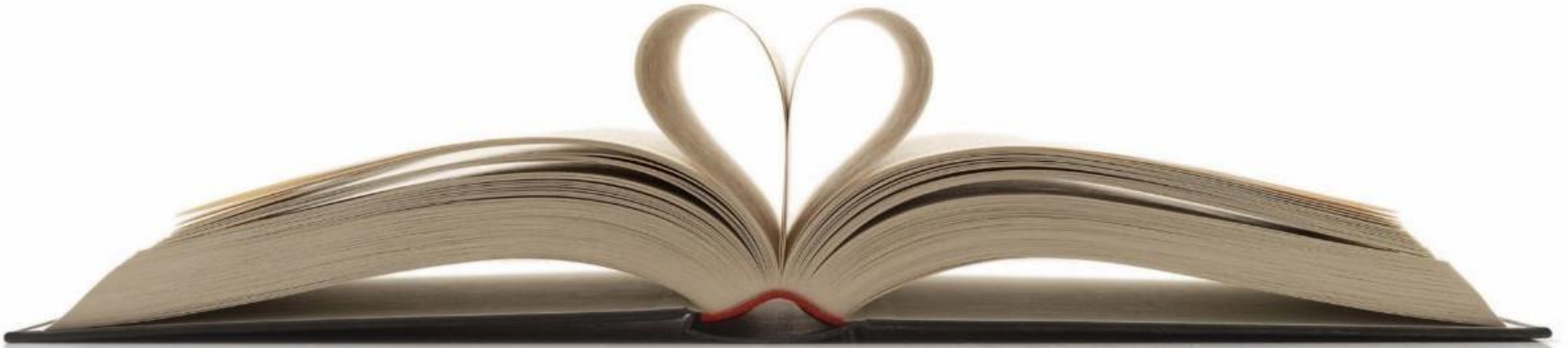
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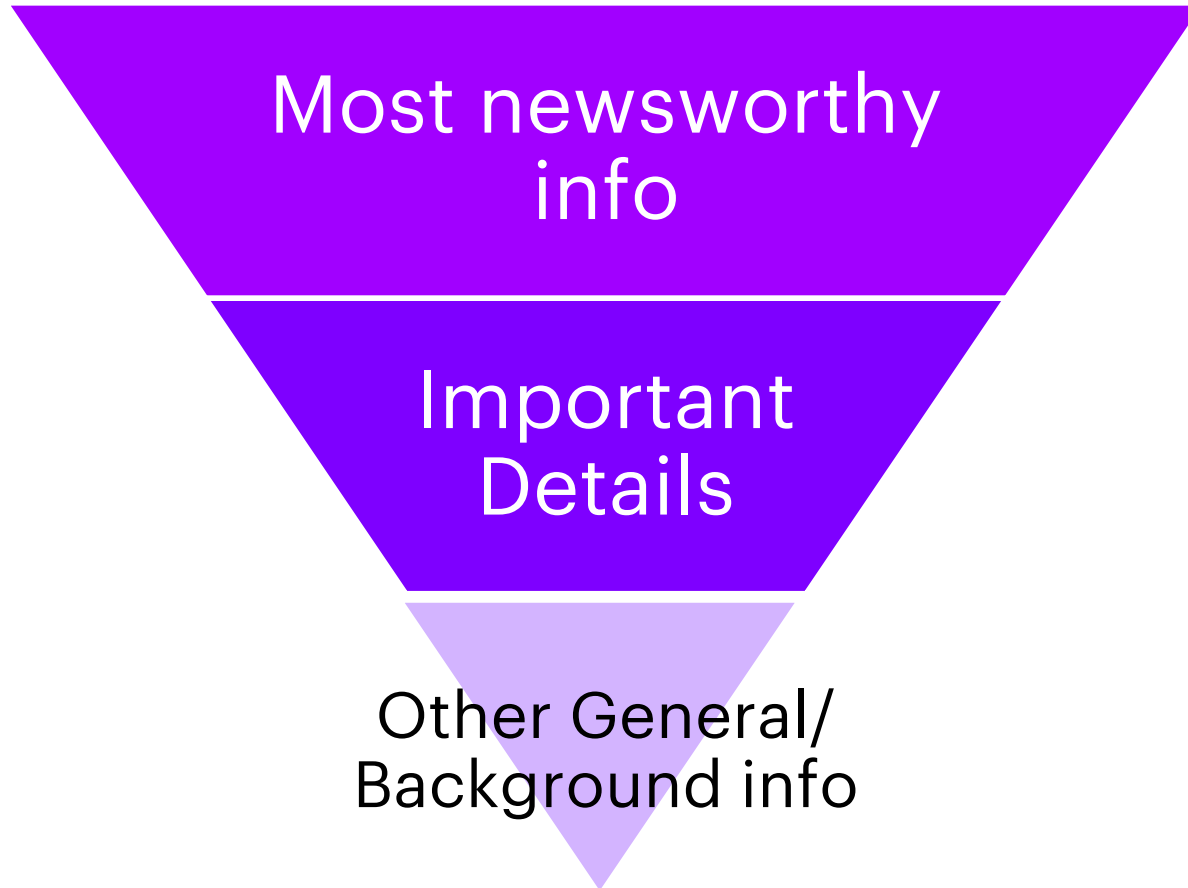
Y

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

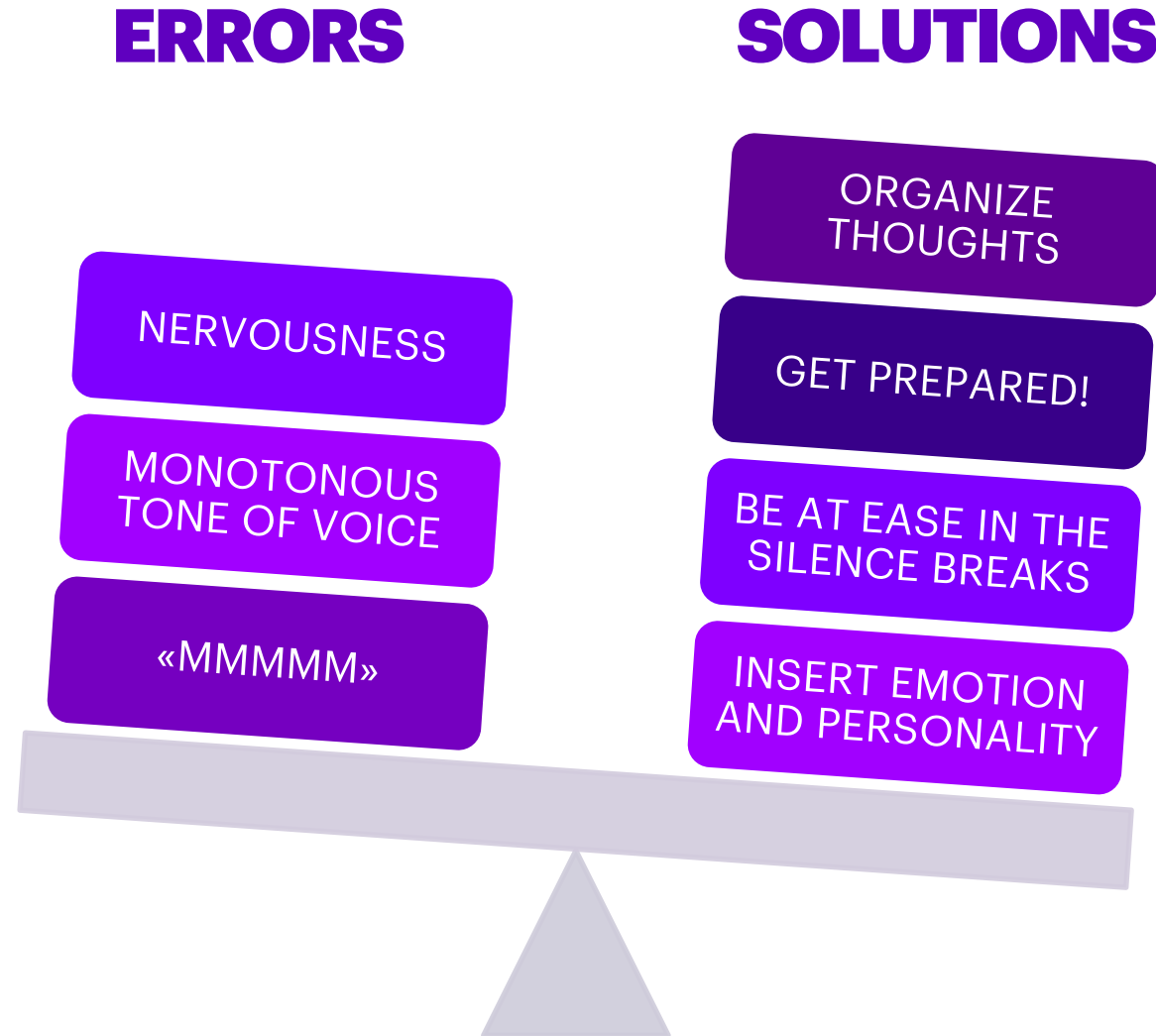
PAUSE



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

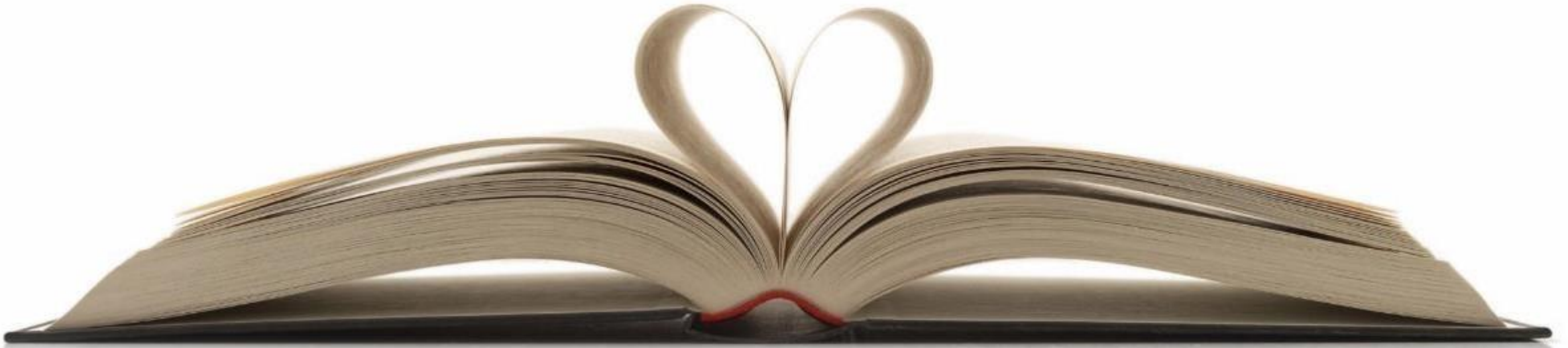
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REMEMBER MEHRABIAN



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

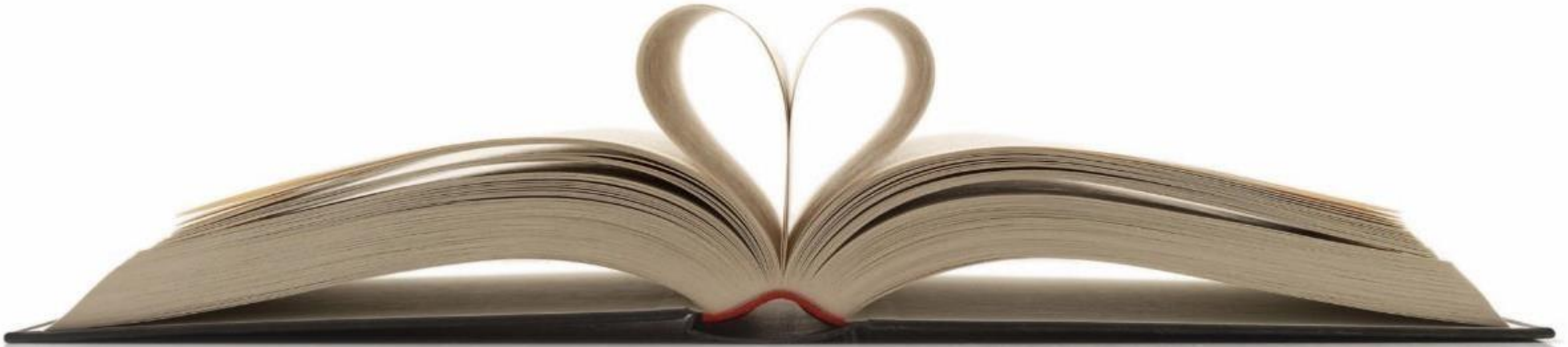
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Y

YOU MUST PREPARE!



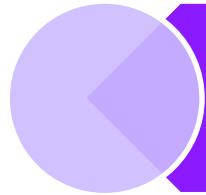
EFFECTIVE PRESENTATIONS AND STORYTELLING

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



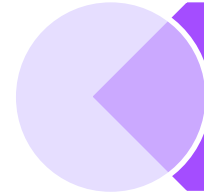
FOCUS ON – TEAM WORK / BUSINESS CHALLENGE

WHAT YOU NEED TO DO!

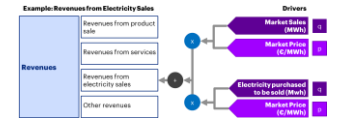


**Given the
Management
Profit & Loss**

Revenues
Cost of goods sold
Trade Commission
GROSS MARGIN
Costs of sales
MARGIN FROM SALES
Costs of operations
MARGIN FROM OPERATIONS
General and Administrative
Other income/exp.
EBITDA
Depreciation and Amortization of Contract specific assets
Other Depreciation and Amortization
EBIT
PRODUCT MARGIN



**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!**

PB&F 101 - TEAMS

14:00

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14:35

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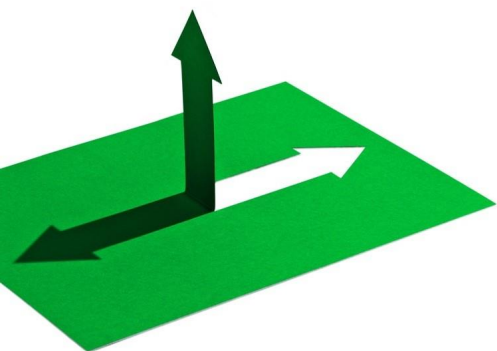
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15:45

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	Humira Khan	Group 4

16:20

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0251417	Syeda Sabrina Asad	Group 5



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

