



www.kixko.com

KixSMART PRESENTATION SUMMARY B-O-R-E-D PRESENTATIONS

Presented by: Dalia Littlewood, CEO Kixko Inc.
CRCA November, 2015

TECHNIQUES USED TO INFORM AND EDUCATE THE BOARD

KEY INFORMATION FOR AML COMPLIANCE PRESENTATIONS & REPORTS

SUMMARY TIPS

1. Create a Visual Sticky. Remember this!
2. The Setup. Why should I care?
3. Story Telling. Tell the “Me Too” story.
4. Less is More. Simple, Clear, Meaningful.
5. Call to Action.
6. Have Fun. Passion Matters!
7. Prepare & Practice.... A lot!
8. B-O-R-E-D Handouts
9. AML Compliance Report Presentation Template

1. CREATE A VISUAL STICKY. REMEMBER THIS!

Create a memorable attention getter. Twitter like – less than 140 characters.

Ask yourself, “What is the single most important thing I want my listener to know from my presentation today.

Spend time to create a memorable moment.

Example – Steve Jobs – fitting “the world’s lightest laptop into a manila envelope”

Example – Budget request for executive coaching “providing a real plant seedling requiring water for it to grow”.

2. THE SETUP. WHY SHOULD I CARE?

The Setup or WIFM (What’s in it for them) – this presentation is all about them ... not all about you. If you do not address something that either:

- helps make their lives better
- threatens their wellbeing
- or will improve the lives of people they care about,

...you will be boring



www.kixko.com

KixSMART PRESENTATION SUMMARY

B-O-R-E-D PRESENTATIONS

Presented by: Dalia Littlewood, CEO Kixko Inc.
CRCA November, 2015

Support the memorable visual sticky with three key benefits. The human mind can only process about three pieces of information in short-term memory. Specifically outline the three or, at most, four key messages. Most of us try to do WAY TOO MANY MESSAGES!

3. STORYTELLING. TELL THE “ME TOO” STORY

Once upon a time... Connect with the audience using a “Me Too” story.

Focus on key benefits. Is this a good news story or a bad news story? It could be a problem in need of a solution, it could be to improve something or celebrate a good compliance story. Setting up the problem opens the door for the hero to save the day.

Crafting the story. Use your own or borrow one from someone else or repackage a story from the internet.

4. LESS IS MORE. SIMPLE. CLEAR. MEANINGFUL.

Build visually appealing slides. No bullets. Pictures & words presentation. Use space effectively.

Simple clear and direct language.

Make numbers meaningful. Big numbers help put things into context. Use comparative numbers. Big bold and easy to understand. The bigger the number, the more important it is to find analogies or comparisons that make the data relevant to your audience!

5. CALL TO ACTION

Ask for It. What do you want out the presentation? Is there a decision to be made? Do you need budget? Do you need them to engage management to do something?

What do you want them to do?

Suggest a relatively easy action they could do when they get back to the office that day or the day after your presentation.

Or, be bold and make a more challenging request.

6. PREPARE AND PRACTICE

Practice & Prepare. Looks effortless. Takes hours of practice.

Don't Wing It. Know your speech with and without your slides.



www.kixko.com

KixSMART PRESENTATION SUMMARY

B-O-R-E-D PRESENTATIONS

Presented by: Dalia Littlewood, CEO Kixko Inc.
CRCA November, 2015

7. HAVE FUN!

Inspire your audience. If you are not passionate and excited, No one else will be!
Show your enthusiasm, inspire your audience and have fun!

8. B-O-R-E-D HANDOUTS

Do not handout your slide presentation. Your handout or takeaway should contain all the detailed information enquiring minds want to know.

9. AML COMPLIANCE REPORTS FOR DISTRIBUTION (written)

Due Date – Send out one week prior to the presentation.

Contents – Include the Good, the Bad and the Ugly.

Template - Use a standard format developed for your entity so the Board can consistently review and understand the report.