

APPLYING BRAIN RULES TO PUT THE BOW ON YOUR PRESENTATIONS

2017 Annual Meeting



HOW DOES THIS SLIDE MAKE YOU FEEL?

Cash Flow Statement

- Inflows – main components are premiums collected, net investment income, proceeds from investments sold and other cash provisions.
- Outflows – main components are loss and loss adjustment expenses paid, underwriting expenses paid, dividends paid to policyholders, income taxes paid, cost of investments acquired and other cash applications.

Is this Memorable?



HOW ABOUT THIS ONE?

CASH FLOW STATEMENT



Premiums collected
Net investment income
Investments sold



Loss & LAE
UW Expenses
Dividends
Income Tax



**“Toss your Powerpoint
presentations”**

-Dr. John Medina

BRAIN RULES:

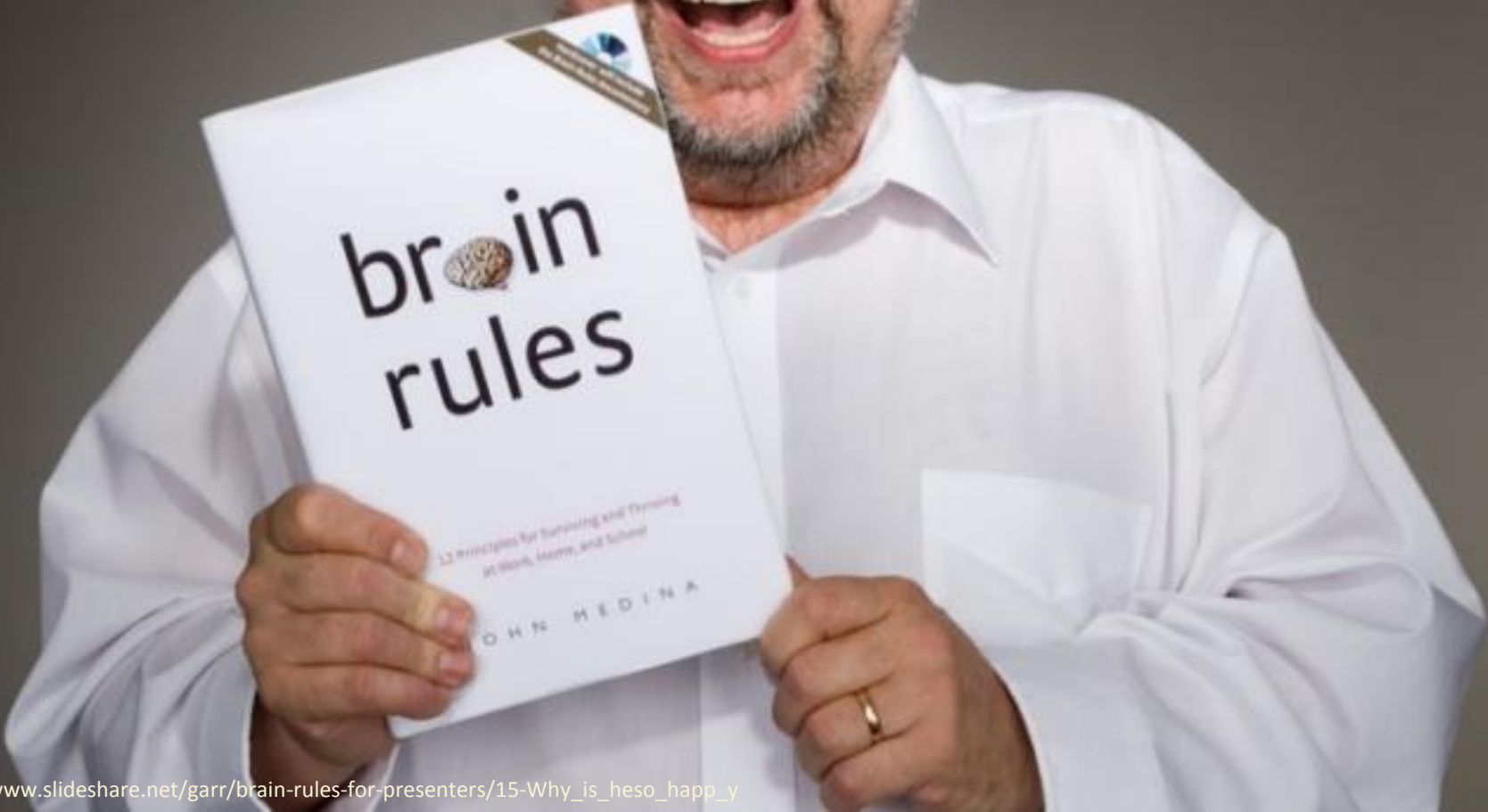


He knows how these work

This is Dr. John Medina



← Why is he
so happy?



A FEW RULES THAT MATTER...

RULE #3

**Every Brain
is Wired
Differently**

RULE #4

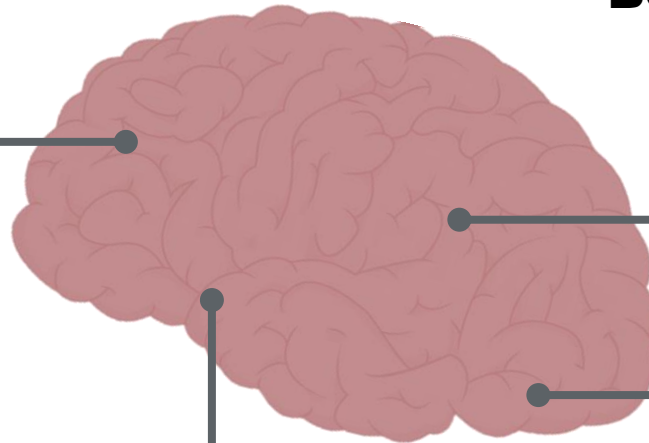
**We Don't Pay
Attention to
Boring Things**

RULE #10

**Vision Trumps
All Other
Senses**

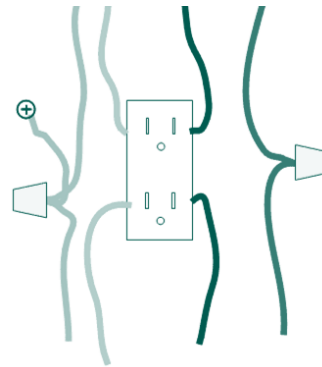
RULES #5 & #6

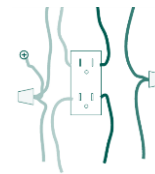
**Repeat to Remember /
Remember to Repeat**



RULES #3

EVERY BRAIN IS WIRED DIFFERENTLY

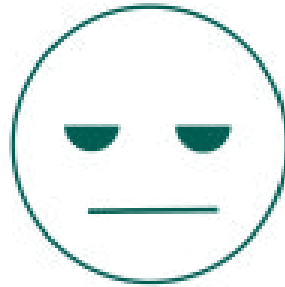




amazon



RULE #4
WE DON'T PAY
ATTENTION TO BORING
THINGS





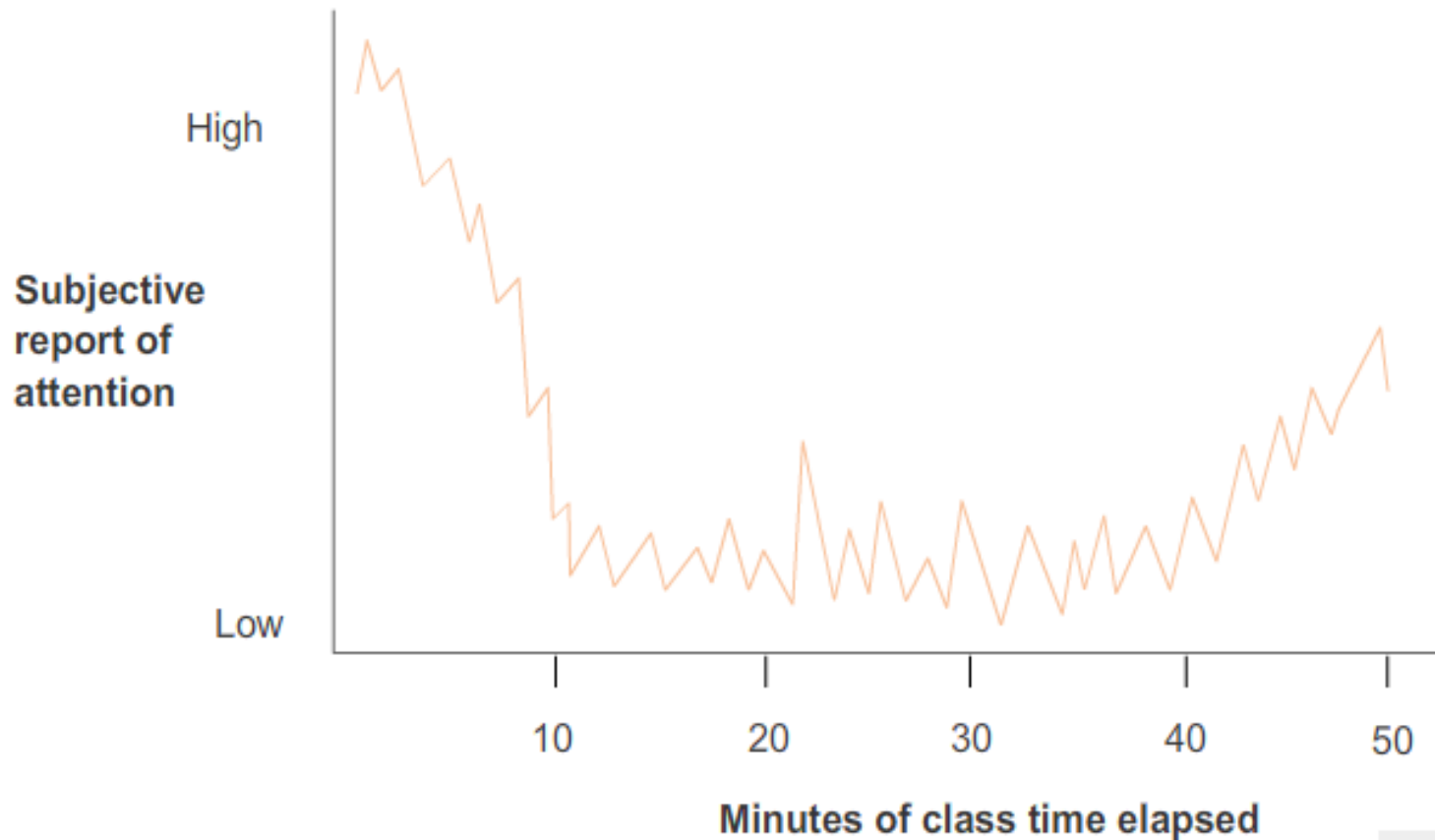
Big Picture and Ideas First



THE CLOCK IS TICKING!



the 10 minute rule

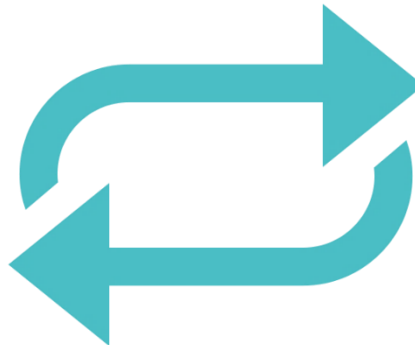




IRSYMCAKGBIBMFBI



RULES #5 & #6
REPEAT TO REMEMBER /
REMEMBER TO REPEAT





Think back on how you successfully passed exams...

AUTOMATIC PROCESSING

VS.

EFFORTFUL PROCESSING



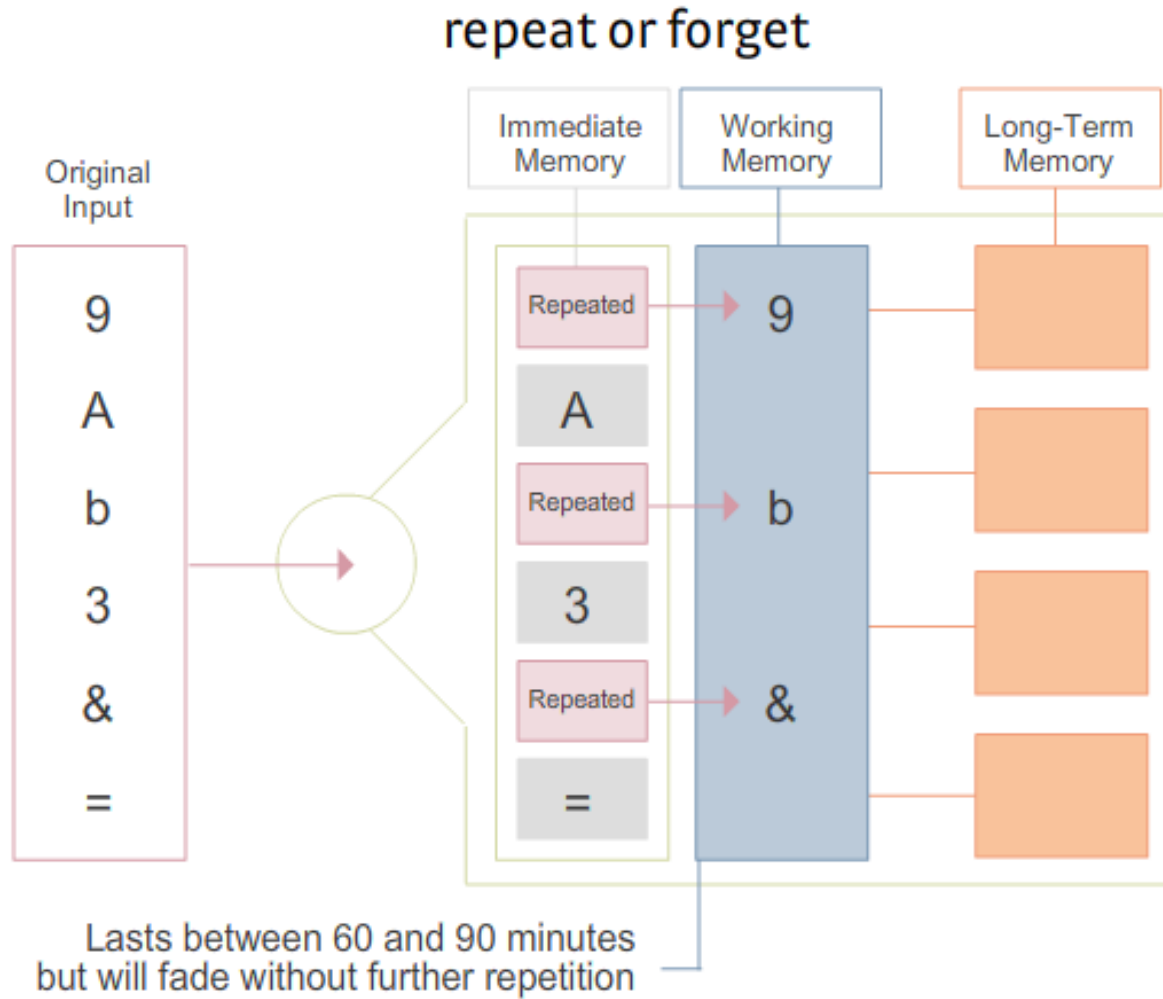
Work is Here

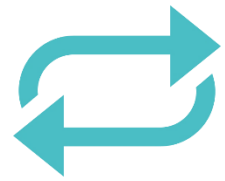
A grey rectangular box containing the text "Work is Here" in black, with a grey arrow pointing upwards from the box towards the word "EFFORTFUL" in the text above.

...So, how does this relate to data presentations?



REPEAT TO REMEMBER





MAY, 2011

A-2

ACTUARIAL SCIENCE EXAMINATION

FOUNDATIONS OF CASUALTY ACTUARIAL SCIENCE - PART II

Time : 3 Hours

Total Marks : 100

Multiple choice : (All Multiple Choice questions carry 2 marks each).

1. Actuaries commonly use the following distributors to model the number of claims
- Normal distribution
 - Poisson distribution
 - Binomial distribution
 - Negative binomial distribution

Which of the above is not commonly used?

2. Given the following information, determine the indicated rate per unit.
- | | |
|----------------------------------|------|
| i) Frequency per exposure unit | 0.40 |
| ii) Severity | 200 |
| iii) Fixed Expenses | 125 |
| iv) Variable Expense factor | 20% |
| v) Profit and Contingency factor | 10% |

The answer is :

- Less than 250
 - 250 to 500
 - 500 to 750
 - Above 750
3. Financial Statements useful in the evaluation of a general insurance company are the following :
- Balance Sheet
 - Income Statement
 - Statement of Cash Flow



How many pieces of information can be held in 30 seconds?

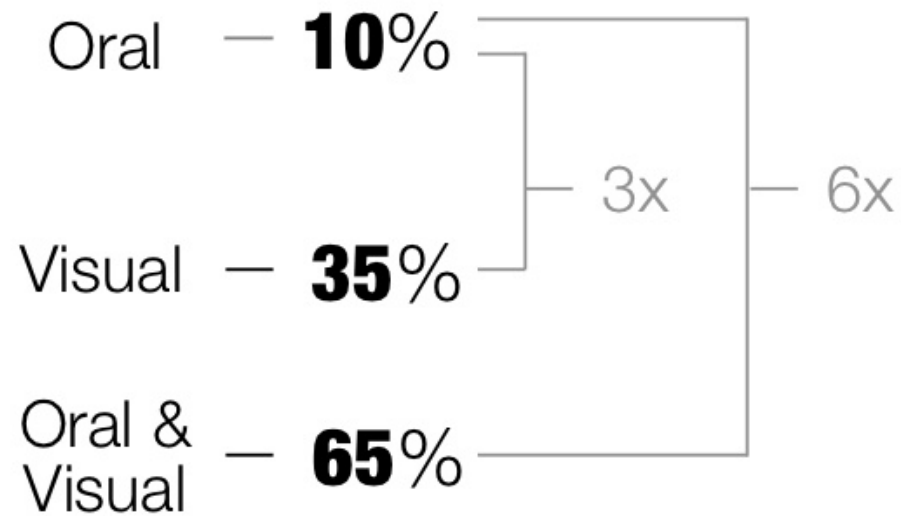


RULE #10
**VISION TRUMPS ALL
OTHER SENSES**





Rule of thumb

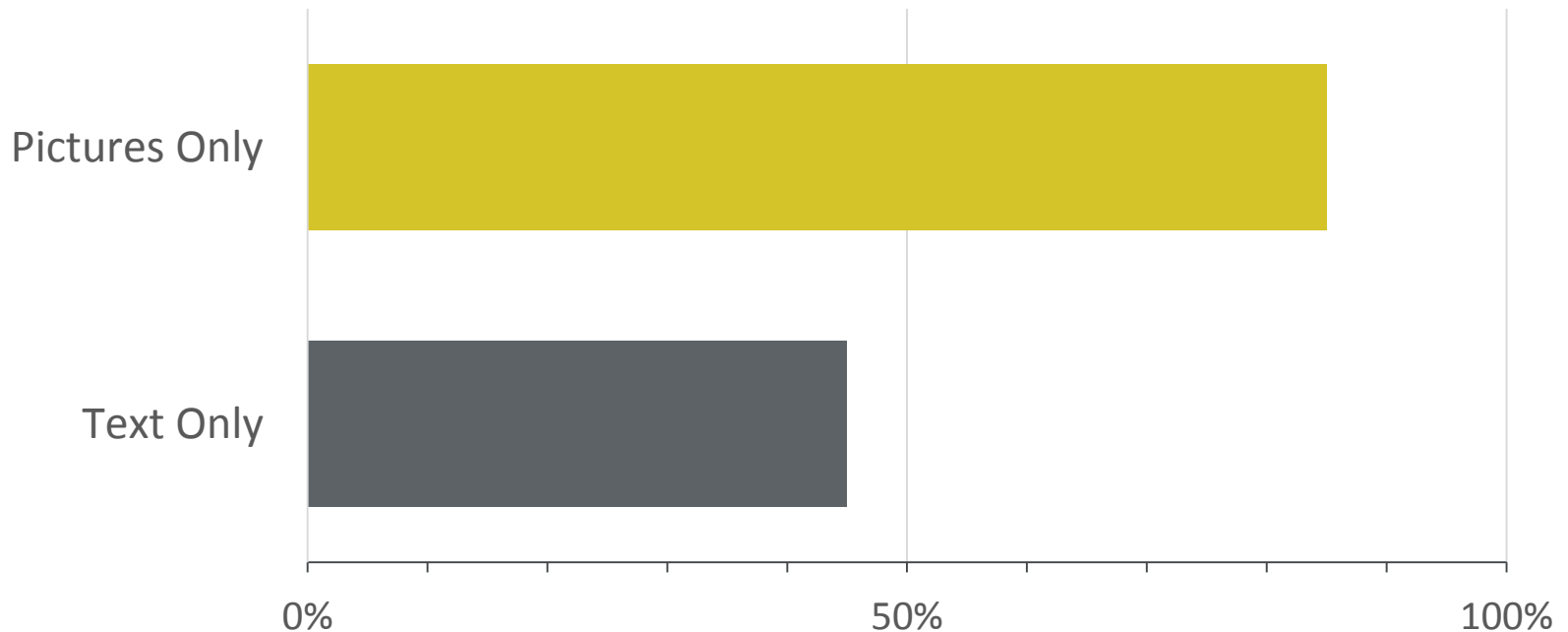


Source: Najjar, L.J (1998) Principles of educational multimedia user interface design (via *Brain Rules* by John Medina, 2008)



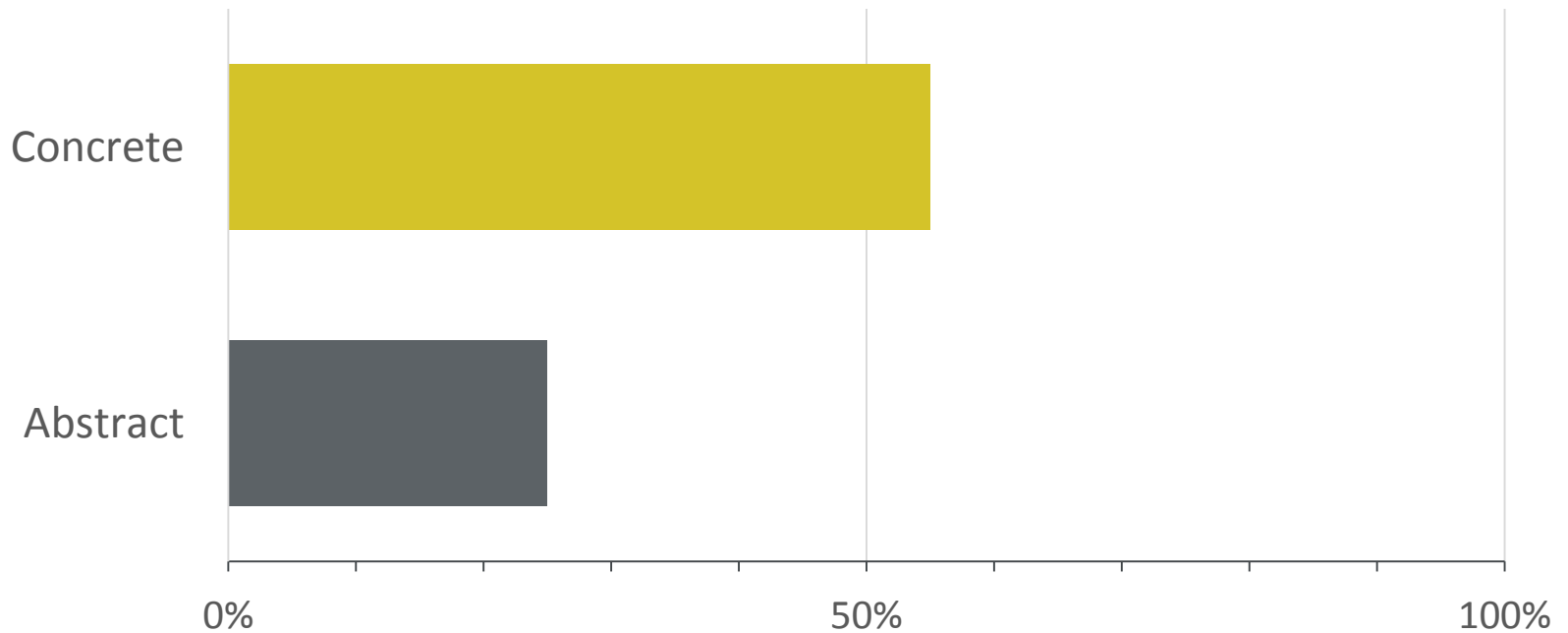


RECOGNITION DOUBLES FOR A PICTURE COMPARED TO TEXT

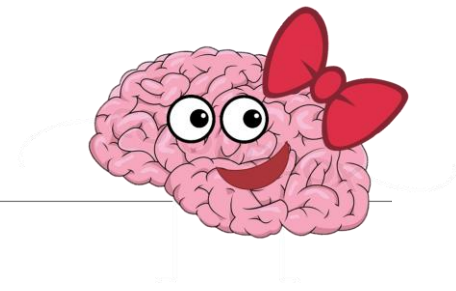




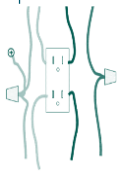
CONCRETE TEXT ELICITS VISUAL CUES



WHY DOES ALL OF THIS MATTER?



SOME QUICK TIPS TO PUT THAT BOW ON YOUR DATA ANALYSIS:



RULE #3

Every Brain is Wired Differently

- ✓ Know Your Audience
- ✓ What Three Things



RULE #4

We Don't Pay Attention to Boring Things

- ✓ Tell A Story
- ✓ Big Picture First
- ✓ Colour Patterns
- ✓ 10 Minute Hustle



RULES #5 & #6

Repeat to Remember / Remember to Repeat

- ✓ Find a Couple Ways To Show Your Data
- ✓ Have a Conclusion
- ✓ Tap Their Emotions



RULE #10

Vision Trumps All Other Senses

- ✓ Vision Is Dominant → Uses Half The Brain's Resources
- ✓ Cut Back On The Text. Make It Concrete
- ✓ A Picture Is Worth A Thousand Words
- ✓ Use Smartart And Adapt



RESOURCES

- Kathleen M. Edwards, CAE Resource Videos for the CAS:
http://www.casact.org/education/resources/index.cfm?fa=resource_videos
- Brain Rules Website:
<http://brainrules.net/about-brain-rules>



Contact Information:

Stephanie Gould Rabin

Head of Corporate Strategy

Holborn Corporation

+1.212.412.9406

stephanier@holborn.com

