



Actionable Insights

How to Make Your Actuarial Presentations Come to Life

SERVE | ADD VALUE | INNOVATE



Today's speakers



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What is a presentation, really?





First, let's talk about what a presentation ISN'T



A report



A transcript



A showcase for
impressive charts



Now, let's discuss what a presentation IS

A simple and eye-catching visual aid that helps with:



Message
reinforcement



Sensory
learning



Audience
engagement

**Keep.
It.
Simple.**





Less is more

YOUR KEY MESSAGE



Remember: Each slide is part of a whole

The collage features several overlapping presentation slides:

- Slide 1 (Top Left):** Titled "Roadwork Ahead: Mapping the next two years in insurance telematics". Subtitle: "Data availability: Challenges".
 - Data ownership:**
 - Data privacy
 - Data use (e.g., claims management, selling to third parties)
 - Consent
 - Adverse actions:**
 - Drivers who choose not to opt in
 - Drivers who opt out prematurely
- Slide 2 (Middle):** Titled "Risk Group".
- Slide 3 (Bottom Middle):** Titled "Advantages".
 - Potential identification of distracted driving/phone usage
 - Widely available and inexpensive
- Slide 4 (Bottom Right):** Titled "Identifying unusual patterns ~3000 km between trips".
- Slide 5 (Far Right):** Titled "to 'lock' the data".

↑
Only tells part of the story



Fragments Better Than Sentences

Examples of sentences:

- The private U.S. property/casualty insurance industry saw its net income after taxes drop to \$22.4 billion in nine-months 2017 from \$32.1 billion in nine-months 2016—a 30.3 percent decline—and its overall profitability as measured by its annualized rate of return on average policyholders' surplus fall to 4.2 percent from 6.3 percent
- The industry's loss and loss adjustment expenses (LLAE) rose 11.3 percent in nine-months 2017, significantly exceeding the 7.6 percent increase a year earlier.
- The increase was driven by catastrophe losses, with three major hurricanes—Harvey, Irma, and Maria—making landfall in the United States in the third quarter. The net underwriting loss reached \$20.9 billion, far exceeding the \$1.7 billion underwriting loss for nine-months 2016.
- Net written premium growth rebounded to 4.1 percent for nine-months 2017, the same growth rate as for nine-months 2015 and an improvement from 2.8 percent for nine-months 2016.
- Net investment income increased to \$35.4 billion in nine-months 2017 from \$33.2 billion for nine-months 2016. Despite the underwriting losses, the investment gains pushed industry's surplus to a new all-time-high value of \$719.4 billion as of September 30, 2017, an \$18.6 billion increase from \$700.8 billion as of December 31, 2016

Source: ISO and the Property Casualty Insurers Association of America (PCI).



Fragments Better Than Sentences

Examples of fragments:

P/C Insurer Results - 9 Months 2017 vs. 9 Months 2016

Net income after taxes - Fell to \$22.4 billion from \$32.1 billion – a 30.3% drop!

Overall profitability - Dropped to 4.2% from 6.3%.

Loss and loss adjustment expenses (LLAE) – Rose 11.3%, from 7.6%. (driven by hurricanes)

Net underwriting losses - Rose to \$20.9 billion, from \$1.7 billion.

Net written premium growth – Up to 4.1%, from 2.8%.

Net investment income – Rose to \$35.4 billion, from \$33.2 billion

Industry surplus – Reached new all-time-high of \$719.4 billion, up from \$700.8 billion

Source: ISO and the Property Casualty Insurers Association of America (PCI).



Key words are better than phrases

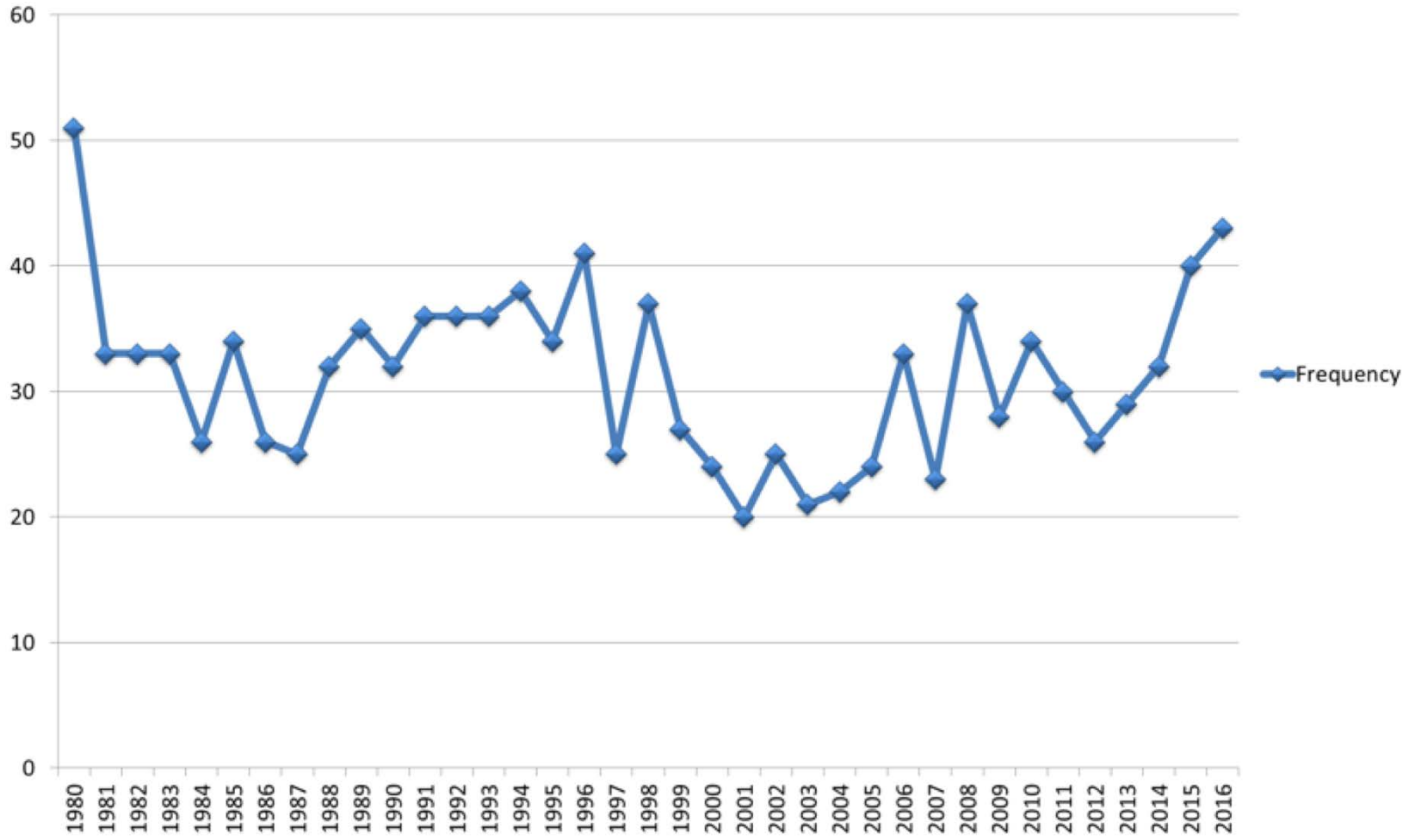
- **Net income** after taxes **dropped** to \$22.4 billion in nine-months 2017 from \$32.1 billion in nine-months 2016-a **30.3 percent decline**-and its **overall profitability** as measured by its annualized rate of return on average policyholders' surplus **fell** to 4.2 percent from 6.3 percent.
- The industry's loss and loss adjustment expenses (**LLAE**) **rose 11.3 percent** in nine-months 2017, **significantly exceeding** the **7.6 percent increase** a year earlier.
- The **increase** was **driven by catastrophe losses**, with three major hurricanes-**Harvey, Irma, and Maria**-making landfall in the United States in the third quarter. The **net underwriting loss** reached **\$20.9 billion, far exceeding** the **\$1.7 billion** underwriting loss for nine-months 2016.

Source: ISO and the Property Casualty Insurers Association of America (PCI).



Key stats are better than charts and tables

A typical line chart





Key stats are better than charts and tables

A simple chart, however, is easier to read

Net Written Premium Growth Declined

Insurers Predominantly Writing	2015	2016
Personal Lines	5.3%	5.7%
Commercial Lines	1.5%	(1.4%)
Balanced Books	3.3%	3.1%
All insurers	3.5%	2.7%

Source: ISO



Key stats are better than charts and tables

A more designed chart is even better

Nine-Months 2017: BY THE NUMBERS

\$719.4 billion

Industry surplus, compared with \$717.0 billion last quarter and \$700.8 billion at year-end 2016

4.1%

Net written premium growth, rebounding to the 2015 level after 2.8% in nine-months 2016

3.0%

Annualized investment yield, compares with the 2.9% for nine-months 2016

\$22.4 billion

Net income after taxes, a 30.3% drop from \$32.1 billion for nine-months 2016

104.1%

Combined ratio, after 99.5% for nine-months 2016

\$13.4 billion

Realized capital gains, more than double the \$5.6 billion for nine-months 2016

\$20.9 billion

Net underwriting loss, after \$1.7 billion underwriting loss for nine-months 2016



Simple language is better than jargon

~~Utilize~~ **Use**

~~Multiplicative~~ **Involves multiplication**

~~Additive~~ **Involves addition**

~~Given/Particular~~ **“a” or “an”**

~~Ratemaking~~ **pricing**

~~Loss development triangle~~ **table of losses**

Design tips





White space is okay!

Nunc eget nunc efficitur urna maximus eleifend. Maecenas in sapien tristique, dictum massa id, ornare neque. Nullam maximus eget erat in ultricies. Sed commodo, neque a finibus varius, felis lectus vehicula elit, vel hendrerit turpis mauris a sapien. Aenean ullamcorper, odio eu rhoncus ornare, urna purus tristique ligula, id hendrerit risus ex ac lacus.

Quisque commodo viverra eleifend. Integer accumsan lacus eu nisi placerat, sed scelerisque lacus volutpat. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Phasellus tincidunt consectetur lectus eu finibus. Donec pretium magna sapien, ut pulvinar tortor suscipit vel. Integer efficitur purus a felis laoreet, et sollicitudin nunc ornare.

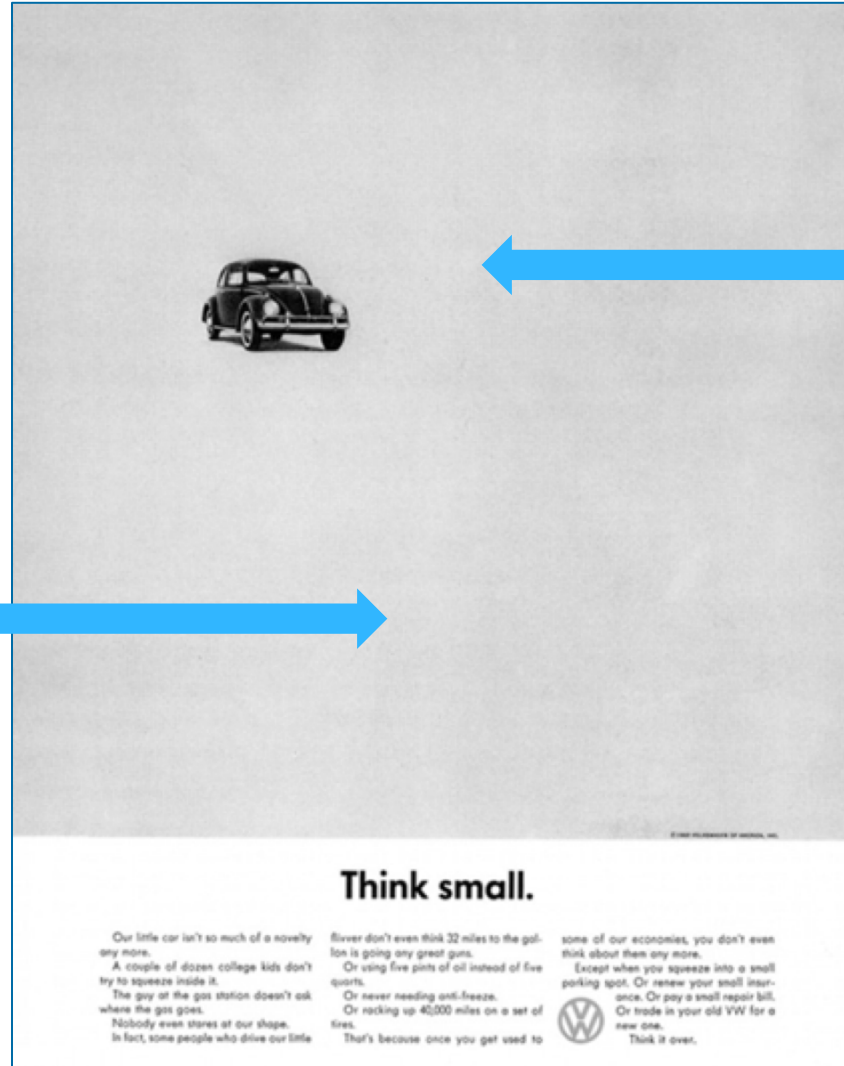
Orci varius natoque penatibus et magnis.

Nunc eget nunc efficitur urna maximus eleifend.

Maecenas in sapien tristique, dictum massa id, ornare neque. Nullam maximus eget erat in ultricies. Sed commodo, neque a finibus varius, felis lectus vehicula elit, vel hendrerit turpis.

Which would you prefer to read?

White space is okay!



Look at all that wasted space!

Look at all that wasted space!



Font size, type, and color are crucial

This font is easy to read
This font is not



Font size, type, and color are crucial

This font is sized for readability

This font is not sized for readability



Font size, type, and color are crucial

This color combination is easy to read

This color combination is easy to read

This color combination is easy to read

This color combination is easy to read

This color combination is not easy to read

This color combination is not easy to read

This color combination is not easy to read

This color combination is not easy to read

Professional photos, illustrations are better than clipart



Bad.



Good.



Free* stock photos and illustration sites

Free* Stock photos

- Creative Commons (<https://creativecommons.org/>)
- Unsplash (<https://unsplash.com/>)
- Pixabay (<https://pixabay.com/>)

Free* Icons and Illustrations

- Flaticon (<http://www.flaticon.com>)
- Freepik (<http://www.freepik.com>)
- SplitShire (<https://www.splitshire.com/>)
- Vecteezy (<https://www.vecteezy.com/>)

* Free access does not necessarily mean you have a right to use in all instances (e.g. creative commons license come in different versions, some with more narrower usage rights than others).



Images are better than words

But images AND words can be even better

**A blue lake, glistening in the sun on
a warm summer day.**





**If you had saved properly for retirement,
you'd already be here.**

The Two Worst Types of Slides (and how to fix them)



1. The Stephen King



This can be intimidating...

The Laundry Process



The Laundry Process from Start to Finish A Few Items You Should Always Consider Before Cleaning Your Clothes

- **Goal:** The point of this paragraph is to share with you the goal of the process that I outline below in a smaller font in far too much detail. If you don't want to read this, don't worry. These slides will be made available after I speak. (In other words, you can zone out while I read the rest of the slide.)
- **The laundry process:**
 - Before you wash your clothes, you have to evaluate how much clothes need to be cleaned: one load or multiple loads?
 - Once you've determined the number of loads, you must make sure you have enough detergent and fabric softener to clean all of the clothes effectively. (Do you need to go to store to buy more? Now would be a good time in the process)
 - Of course, you may not want to throw everything into the dryer, so you should make sure you have a rack or ample space to hang your clothes to dry. (Do you have enough hangers? Have you folded the clothes on the rack from the week before? Or are they still sitting there?)
 - You need to ask yourself, when will you need all of your clean clothes by? The pants you put on the rack may not be dry the same day. You should wear other pants, or not leave the house until they are dry.
 - Do your clothes have any special cleaning requirements? Warm wash? Medium cycle? If so, you need to ignore them, or it will take you forever to get your laundry done. But hey, you're reading this list, so what the heck?
 - Once you're the wash is on, what do you plan to do? To increase your efficiency, you may want to get your laundry basket ready and clear out space in your drawers and closet for your clean clothes This will save time later.
 - Are you still there? I have a lot more to say about laundry and this slide is still funny, right?
 - Once you've completed the washing and drying, you need to sort and fold your clothes. Which should you do first? Sort or fold? There are pros and cons to each approach...



The solution...

- 1** Move most of the copy to notes
(focus only on key words)
- 2** Rewrite some of the copy if necessary
- 3** Add photo or illustration



The result...

The Laundry Process



The Laundry Process Key Considerations

Goal: Keep your attention while I talk about doing laundry.



Quantity of Clothes

Supplies

Wash Cycles

Drying Options

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2. The Ransom Note

the
GOOD

CHOCOLATE

&

NO

ONE

Gifts

Hurt

There's a little bit of everything on this slide...

The Commuter's Nap: How to Catch Sleep on the Train Without Missing Your Stop

Finding a seat

- Finding a comfortable seat is essential, as sleeping standing up only works for flamingoes.
- But you need a seat with room, in which at least your shoulders can fit.
- Sometimes, seats are empty for a reason: they are broken, wet, or messy.
- If there's a bathroom, don't sit nearby. The door may not close, and it will wake you up.

Train type	Best seat for sleeping	Worst seat for sleeping
Commuter	<i>Window</i>	Facing seats
Subway	Near doors	One covered with newspaper
Freight	<i>In car hauling mattresses</i>	In car carrying cheese

When do you sleep on the train?



- Before ticket is collected
- After ticket is collected
- Through the ticket collection process
-





The solution...

- 1** Apply correct master slide (if necessary)
- 2** Ensure all colors and fonts are consistent on slide (and with other slides in deck)
- 3** Remove unnecessary elements

The result...

Napping on the train



The Commuter's Nap

How to catch sleep on the train without missing your stop

Essentials

- Find comfortable seat.
- Make sure your shoulders fit.
- Avoid broken, wet, or messy seats.
- Don't sit near bathroom.

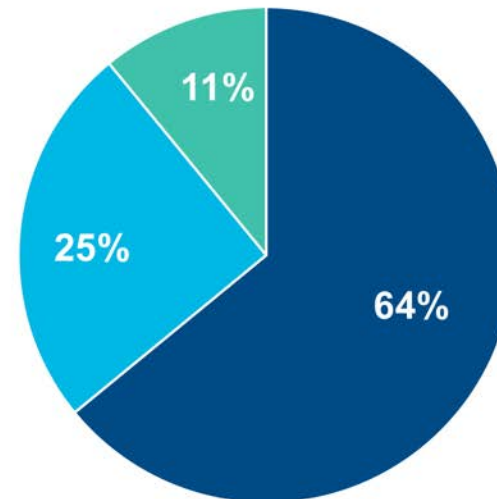
Best Seats for Sleeping

- Near windows
- Near doors

Worst Seats for Sleeping

- Facing seats
- Seats covered in newspapers

When do you sleep on the train?



- Before ticket is collected
- After ticket is collected
- Through the ticket collection process



In summary: Key words to remember

Simple

Consistent

Focused

Concise

Clear

Less is more

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