

Presenting policy analysis

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DEV250: SECOND YEAR POLICY ANALYSIS

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Today's presentation

Presentation – substance

Presentation – style

Some exercises

Handling questions

Messages

Even the best work will be ineffective without a good presentation

Persuasive presentation is not a gift, but a *craft* to be learned

It's about *both*

- Substance: presenting material
- Style: your presence

The most important thing is your intention

Presentation: substance

There are many ways of presenting effectively

- NYT (HBS): anecdote plus story
- Shock, story and surprise
- Blink + classical

Blink + classical is a safe bet

- Immediate message—optional story
- Adjusted sonata form: message, development, recapitulation/implications, (coda)
- Or as in classic not too-modern jazz

Present a short overall summary at beginning of session, in case key actors leave!

Presentation: substance

Organize around messages

Main message--in one sentence

Supporting messages

Evidence: how best to convey?

- Graphs
- Text
- Tables

Refer to *model-driven* analysis only to convince audience messages of sound underpinnings

- Conceptual +Empirical

Presentation: substance

Powerpoints (& Prezi)

You don't have to use them! But graphs and (effective) tables are important

Avoid too much text; use a large font; use titles for messages

Use *simple* figures, e.g. flowcharts, if they tell the story as well as text

Review and *update* the overview slide

Most common mistakes: too much material on individual slides and too many slides

Average 2 minutes per slide!

Presentation: substance

Presenting evidence

A good presentation of evidence in the written paper can save a lot of time—you can cut and paste good graphs

Presenting data to influence..

Don't

- Present detailed tables
- Construct overly fancy graphs
- Cut and paste econometric results

Do

- Lead the reader with the title
- Highlight key results
- For presentations, graphs should pass the 3 second (blink) test

Mexico: incidence analysis

We had data on incidence of programs, using concentration coefficients as one synthetic index

Had a meeting with President Vicente Fox

Presented following graph



There is enormous variation in the incidence of programs, from very pro-rich to very pro-poor

Concentration coefficients measure how progressive or regressive is spending



Progressive (pro-poor)

Regressive (pro-rich)



The Economist: 3 graphs on Ebola during outbreak

Ebola outbreaks

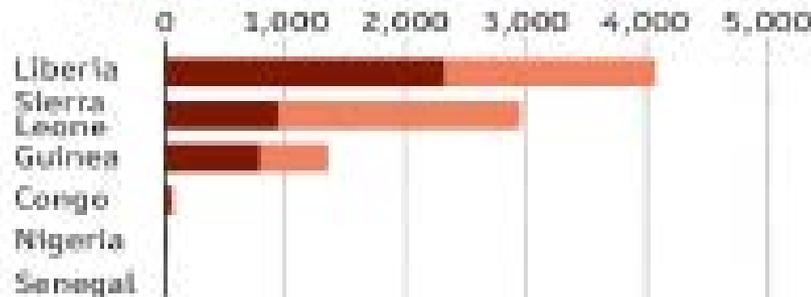
Number of infections in each outbreak



2014-2015
2014 (current)

2014 outbreak*

people infected of whom died



Sources: CDC; WHO

* To October 7th

Deaths per day

Guinea, Liberia, Nigeria and Sierra Leone combined



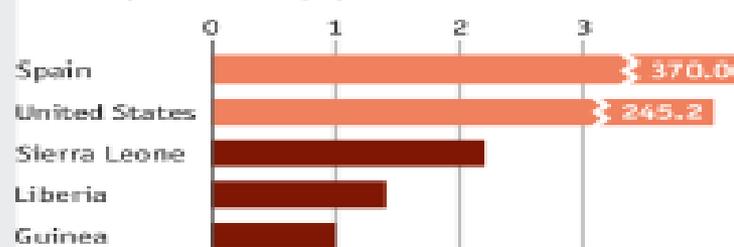
Sources: WHO; US Centres for Disease Control and Prevention; *The Economist*

*West Africa

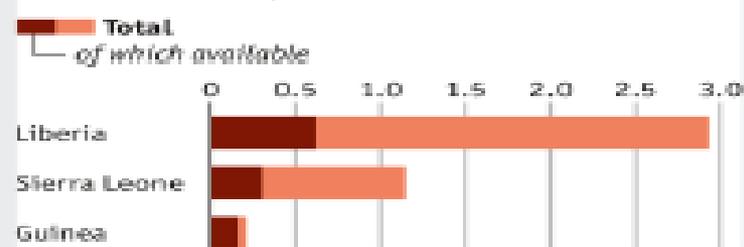
Economist.com/graphicdetail

Health-care systems

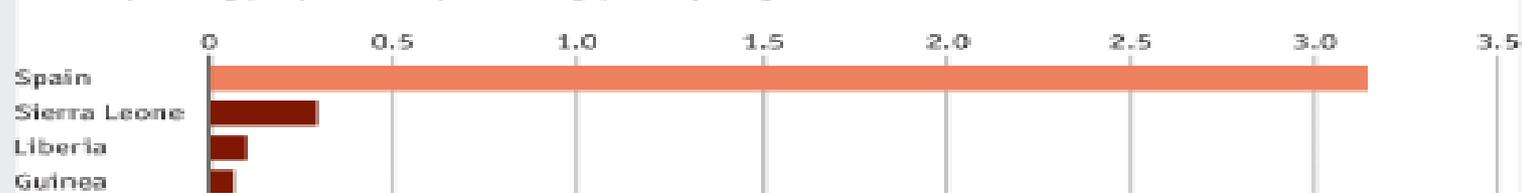
Doctors per 100,000 population, 2012*



Number of beds required, '000, latest estimates



Health spending per person, at purchasing-power parity, 2012, \$ '000



Source: WHO

*Or latest available

Economist.com/graphicdetail

Econometric results

In 2012, the Indonesian Vice President's office asked Rema Hanna's team for evidence on effect of the distribution of identification cards on leakages of the subsidy in a rice distribution system

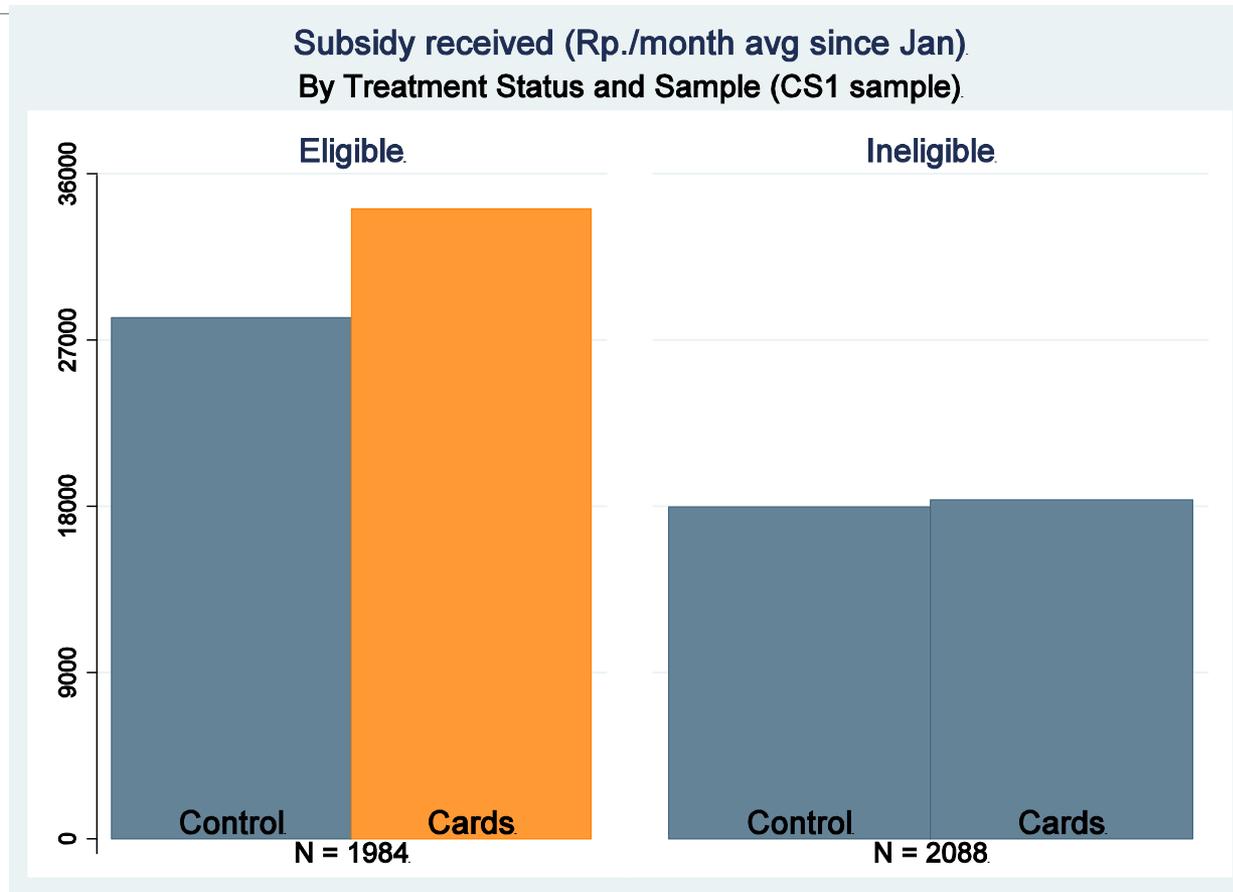
They conducted an evaluation of the cards and presented the results to TNP2K, a think tank within the VP's office

Table 4. Reduced Form Effect on Raskin

	Panel B: Eligible Households				Panel C: Ineligible Households			
VARIABLE	bought_last2	amtraskin	price_hh	ubsidy_rcvd	bought_last2	amtraskin	price_hh	ubsidy_rcvd
treatment	0.017 (0.014)	1.255*** (0.248)	-58*** (18.7)	7,406*** (1,395.4)	-0.070*** (0.022)	0.109 (0.189)	-43* (21.9)	792 (1,041.4)
Constant	0.801*** (0.026)	6.004*** (0.407)	2,225*** (29.9)	33,704*** (2,332.6)	0.825*** (0.029)	4.301*** (0.275)	2,275*** (30.0)	22,767*** (1,524.0)
Observatio	5,387	5,384	4,609	5,384	3,974	3,974	2,594	3,974
R-squared	0.206	0.130	0.436	0.136	0.216	0.111	0.418	0.106
Mean of de	0.839	6.130	2233	33648	0.630	3.632	2266	19527

Stata output that will go in academic paper

Eligible households in treatment villages
receive approx. Rp. 6000/HH/month (21%)
more in subsidy



FROM ACTUAL PRESENTATION

Tables

Have a *title* that conveys your message

Put your “favorite variable” in a prominent position

Use asterisks to indicate significance levels

Limit to only essential covariates

Make the table tell the story

Explaining results—make it intelligible

“Regression coefficient of civil liberties in explaining project performance is .08 and statistically significant”

versus

“A country moving from the level of civil liberties of Zaire to that of Costa Rica could expect to see project performance increase 16 percentage points”

Using visuals: descriptively...

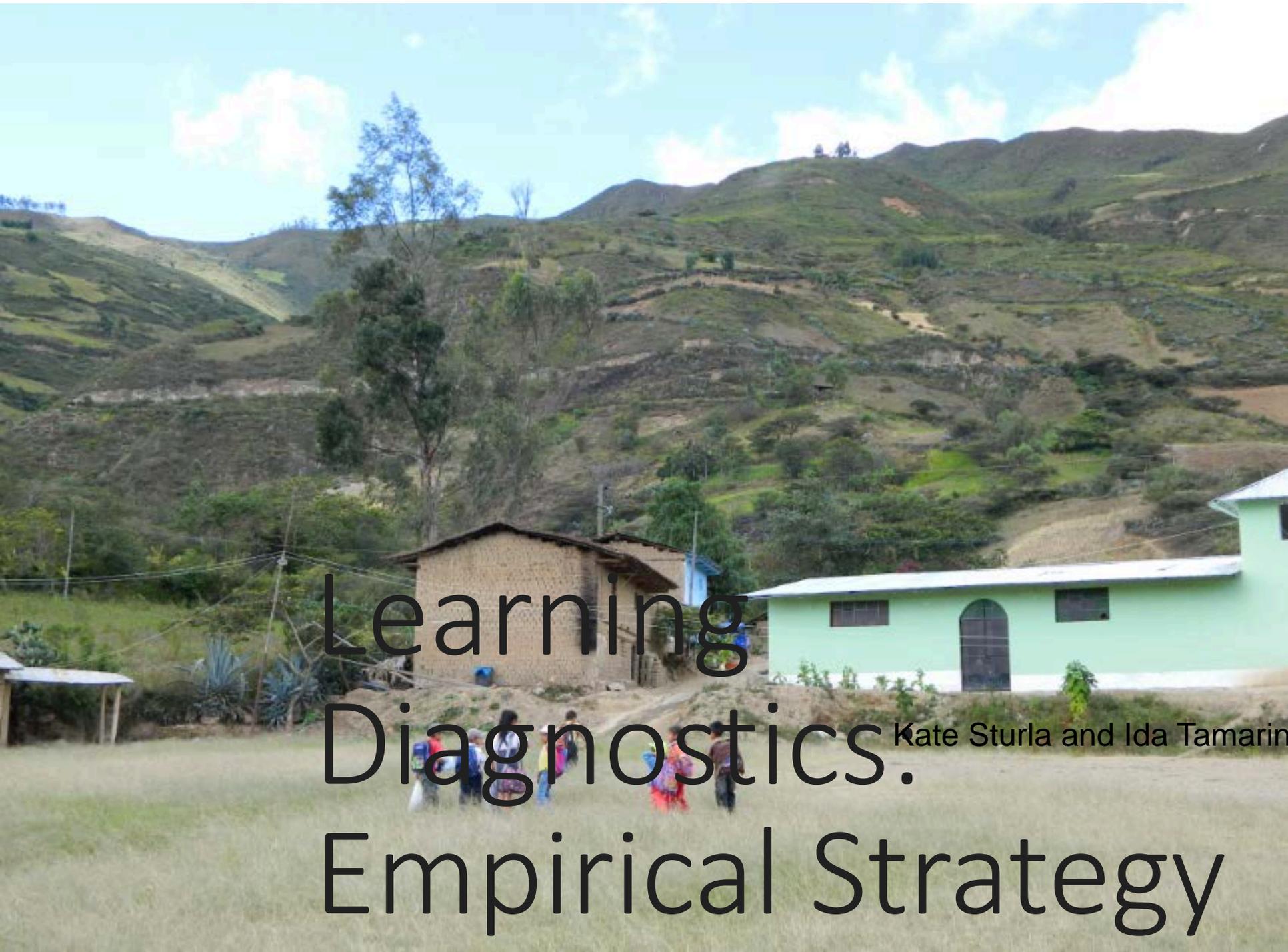


From the book cover for
Red Tape by Akhil Gupta

..or metaphorically: “Structural adjustment increasingly loaded up loans with conditions”



Or as context for your
speaking..



Learning Diagnostics.

Kate Sturla and Ida Tamarin

Empirical Strategy

REDESIGN OF THE

CHILEAN CHILD

PROTECTION SYSTEM:

**AVOIDING CHILD INSTITUTIONALIZATION AND
PROMOTING FOSTER CARE FAMILIES**

FRANCISCA DE IRUARRIZAGA

SECOND YEAR POLICY ANALYSIS

10/09/2014

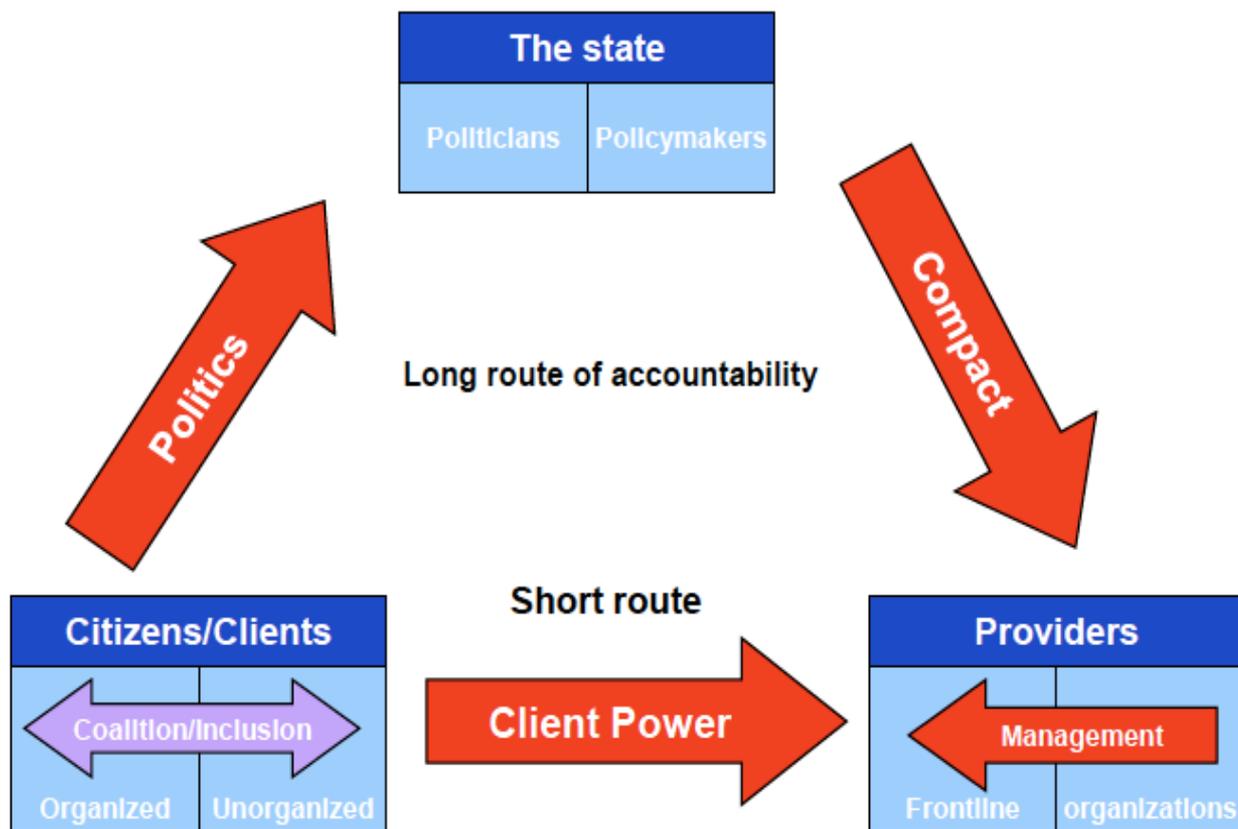
Presenting Analytical Results (e.g. theory and modeling)

Present a figure with the complete conceptual model

Give a graphic interpretation

Share intuition, and give a concrete example

A graphical illustration of complex relations



Presentation: style

Most of the impact of a presentation derives from your physical presence, not the substance!

Presentation: style

Take command of the space and audience

- The opening is key
- Eye contact
- Body movement
- Hands

Manage the material, don't let the material manage you

- If you use powerpoint, think where you want the audience to look
- Don't read the powerpoint!

Presentation: style

Voice rhythm and prosody

Don't apologize

Don't turn your back on the audience

Don't over-stay your welcome

If timing matters and the meeting is crucial, do a practice run

Be prepared for technology failure

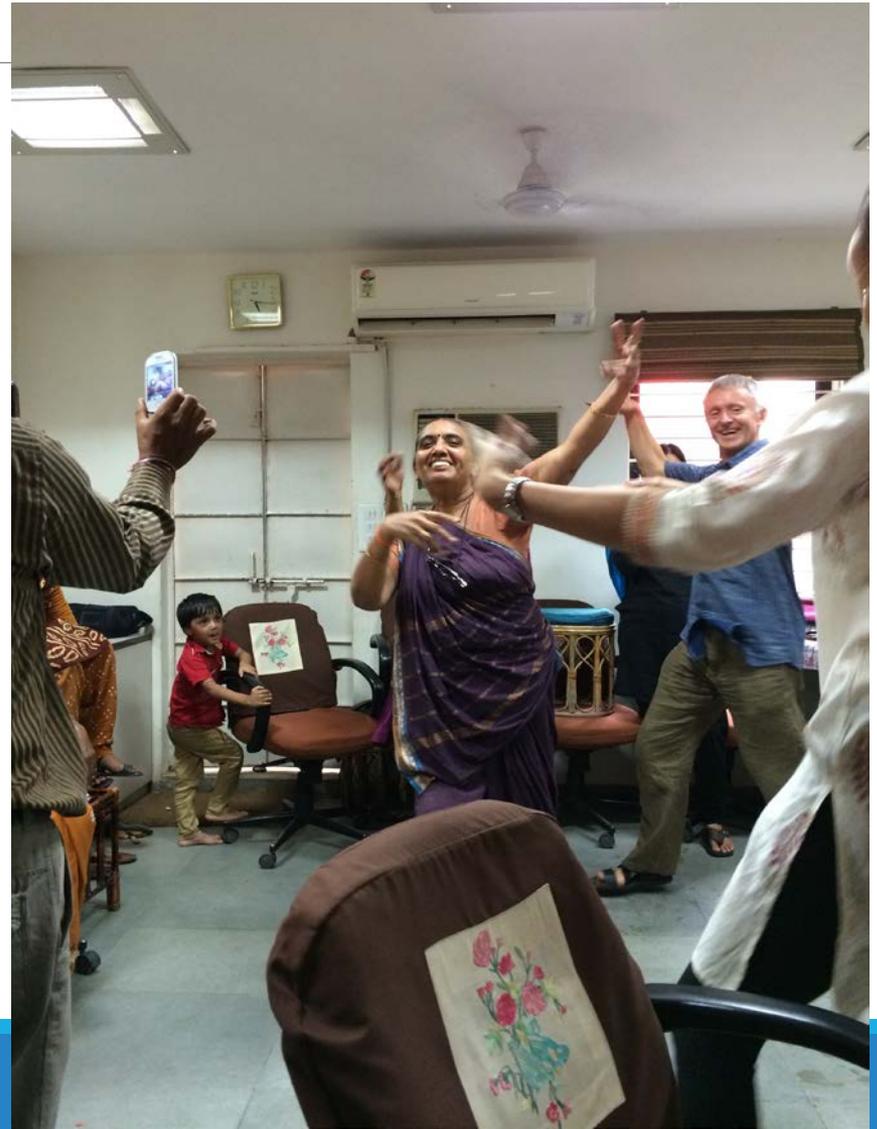
Presentation: style

Feel the energy level in the room, adjust if necessary

Prepare the ending--be prepared to jump to it if time runs out

End with impact

One option...with a dance..



Or as my jazz dance
teacher recommends..
(Ralph Glenmore
...lots of Broadway
experience)

....with a bow



Perhaps not with a minister

....but with emphasis

Checklist

- Preparation - breathe
- The opening
- Eye contact
- Feel the energy
- Body movement
- Hands
- Voice rhythm and prosody
- Closing

Practice

You critique me



Presentation Style Comments (rate 1-5): The opening effectively caught my attention and got me interested:

1. Strongly disagree

2. Disagree

3. Neither agree nor disagree

4. Agree

5. Strongly agree

2. I felt included throughout by being regularly looked at:

1. Strongly disagree

2. Disagree

3. Neither agree nor disagree

4. Agree

5. Strongly agree

3. The presenter was physically centered and in command of the space:

1. Strongly disagree

2. Disagree

3. Neither agree nor disagree

4. Agree

5. Strongly agree

4. The pace and use of voice was engaging

1. Strongly disagree

2. Disagree

3. Neither agree nor disagree

4. Agree

5. Strongly agree

5. The presenter used hand gestures and other movement effectively

1. Strongly disagree

2. Disagree

3. Neither agree nor disagree

4. Agree

5. Strongly agree

6. The ending was energized and focused

1. Strongly disagree

2. Disagree

3. Neither agree nor disagree

4. Agree

5. Strongly agree

7. Overall, I felt energized to move ahead with the presenter(s) proposal!:

1. Strongly disagree

2. Disagree

3. Neither agree nor disagree

4. Agree

5. Strongly agree

Your turn

Managing questions

Engaged and respectful, but clear

It's not (usually) a debating context

Taking questions in groups works in many contexts

Address *concerns*, which *may* involve answering questions

Manage the questioners with big egos

- don't let them get to you, perhaps stroke them a bit, and don't let them take over

Pay attention to the decision makers you need to persuade

Before and after

For a high profile/stressful presentation

....relax for a few minutes before starting

....breathe

....have a drink after ending

...final thoughts

It's not about you!

The best presenters are deeply engaged in conveying their material, not themselves

Anyone can be an effective presenter—but it takes time and work....

There are many styles of presenting: you should find the style that is true to your authentic self

And the most important thing is your intention

...additional resources

[Edward Tufte](https://www.edwardtufte.com/tufte/) on presentations <https://www.edwardtufte.com/tufte/>

On use of voice, pacing etc... [Julian Treasure](#)

http://www.ted.com/talks/julian_treasure_how_to_speak_so_that_people_want_to_listen?language=en

Nancy Houfek videos on establishing presence and authority

- [The Act of Teaching Part I – Theater Techniques for Classrooms and Presentations](#)
<https://vimeo.com/107609898>
- [The Act of Teaching Part II - Physical and Vocal Exercises](#)
<https://vimeo.com/104322965>

Or if you like high tech/high performance..Hans Rosling

http://www.ted.com/talks/hans_rosling_shows_the_best_stats_you_ve_ever_seen?language=en#t-3324

TED <http://www.ted.com/> has good (and not so good) examples e.g.

Plus HKS' Communications Program is available to provide individual support.