

Katarína Kovalčíková

Presvedčivý rečník

1. POSTOJ

Najprv -ený,
až potom -ivý



2. EMÓCIE

Nebud'te sterilní



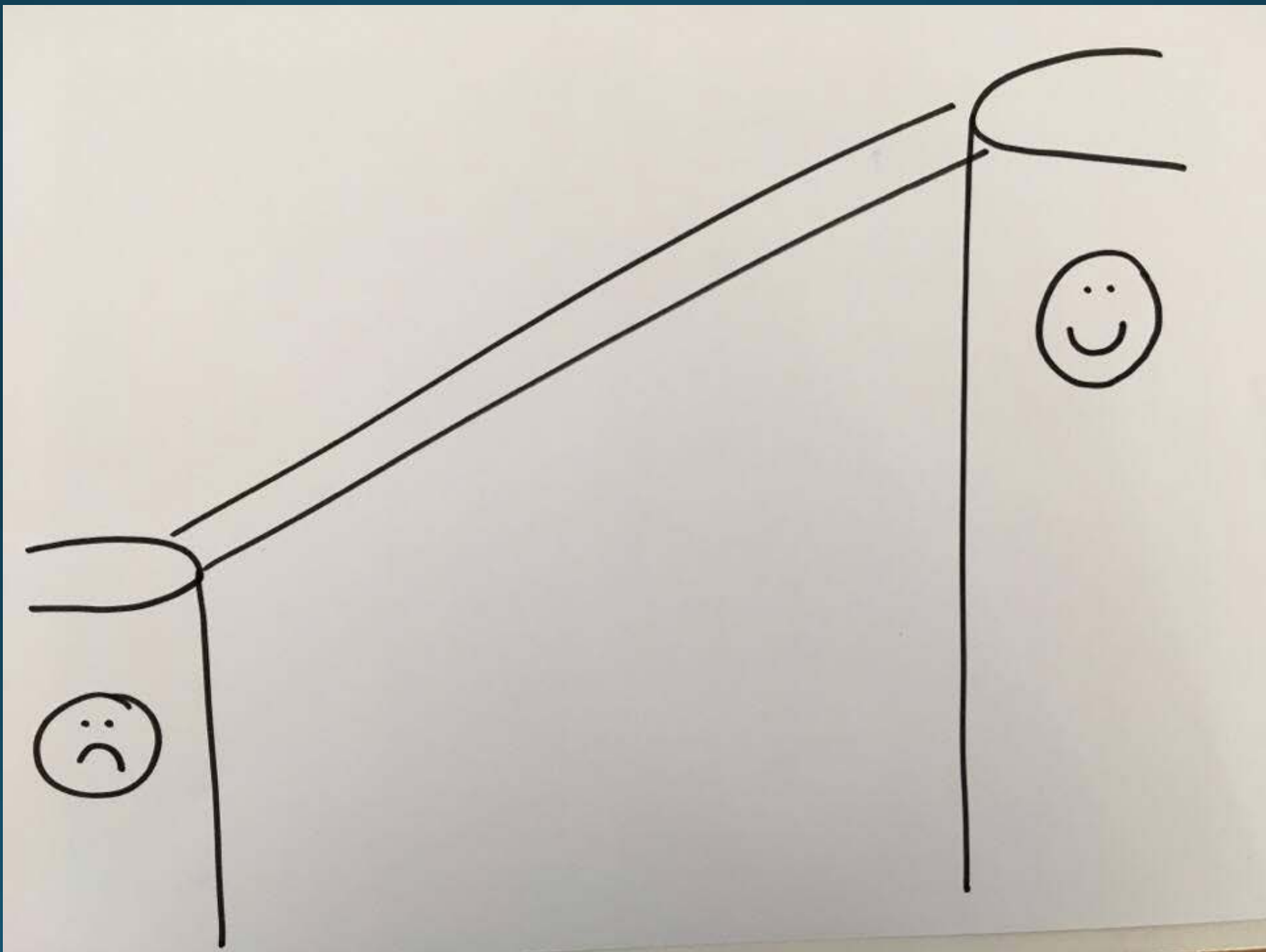


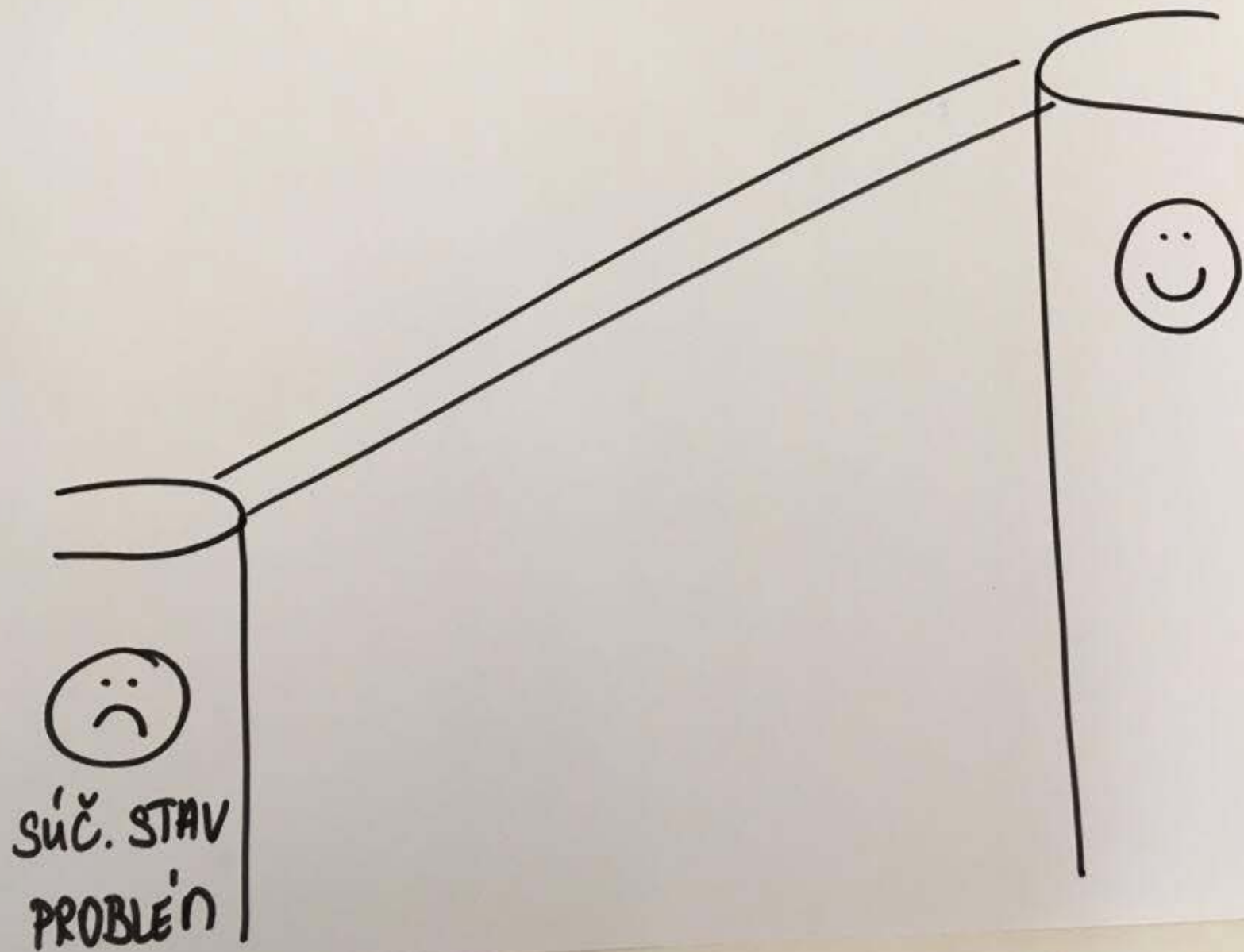


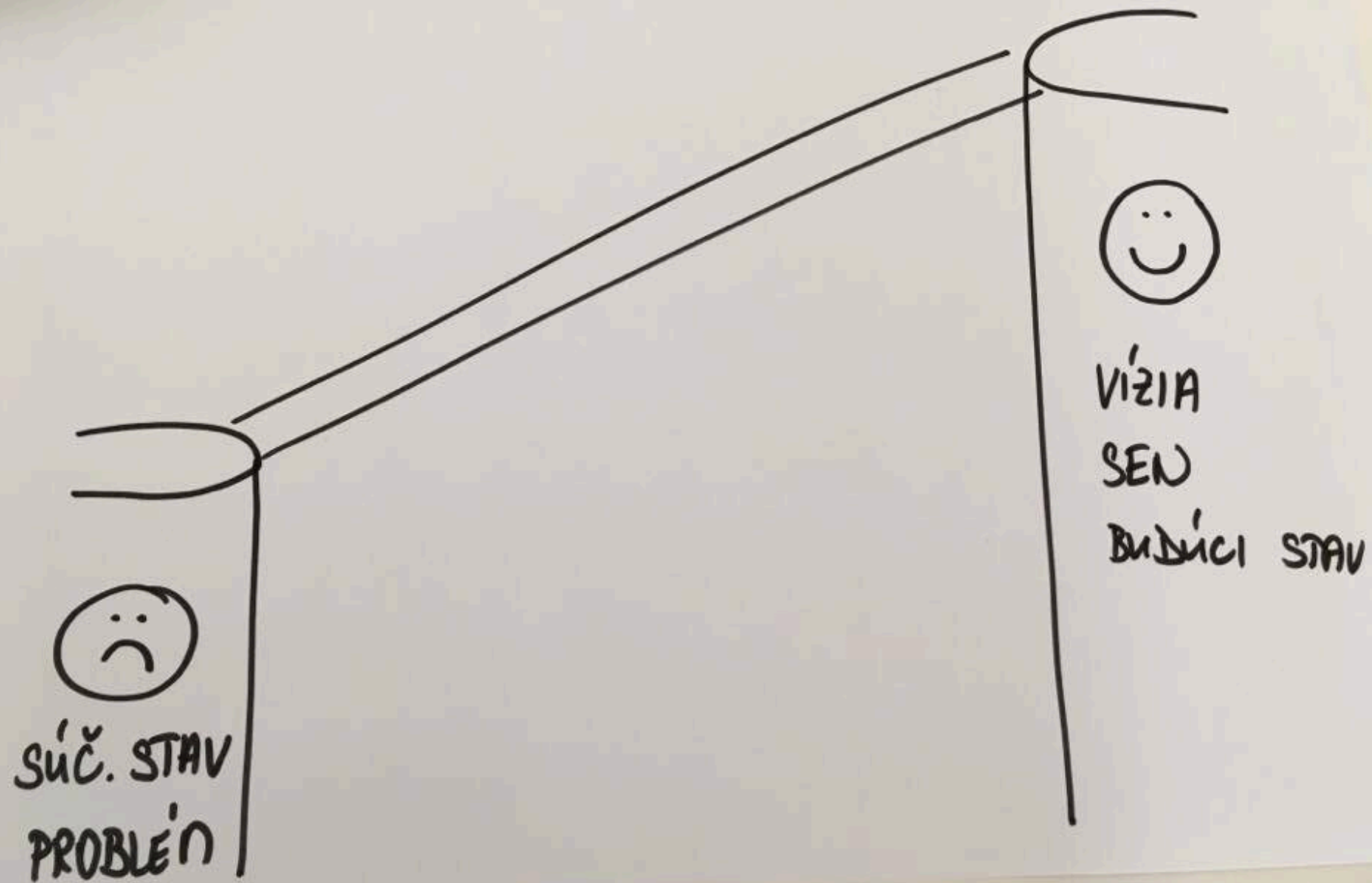
3. ŠTRUKTÚRA

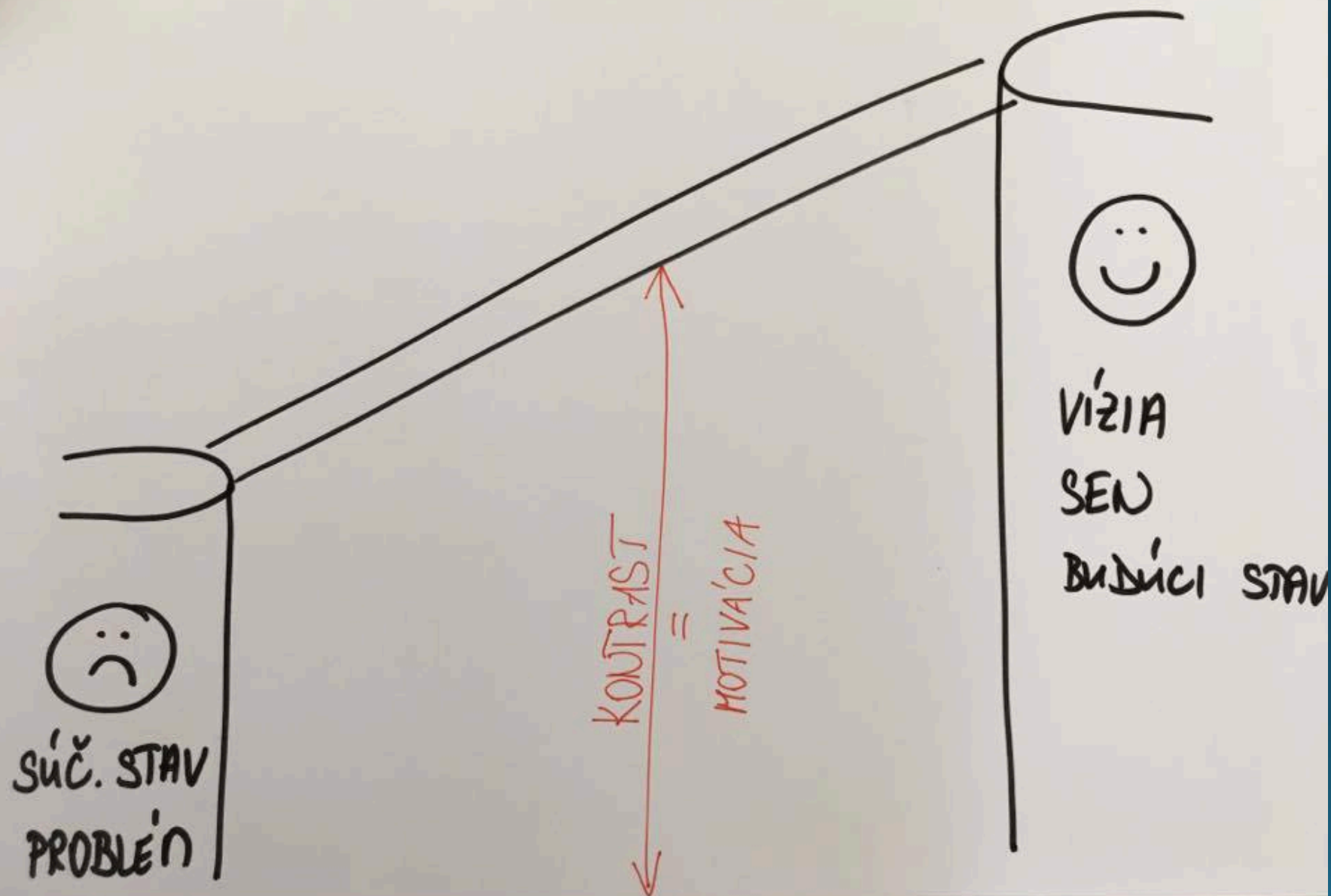
Čo všetko

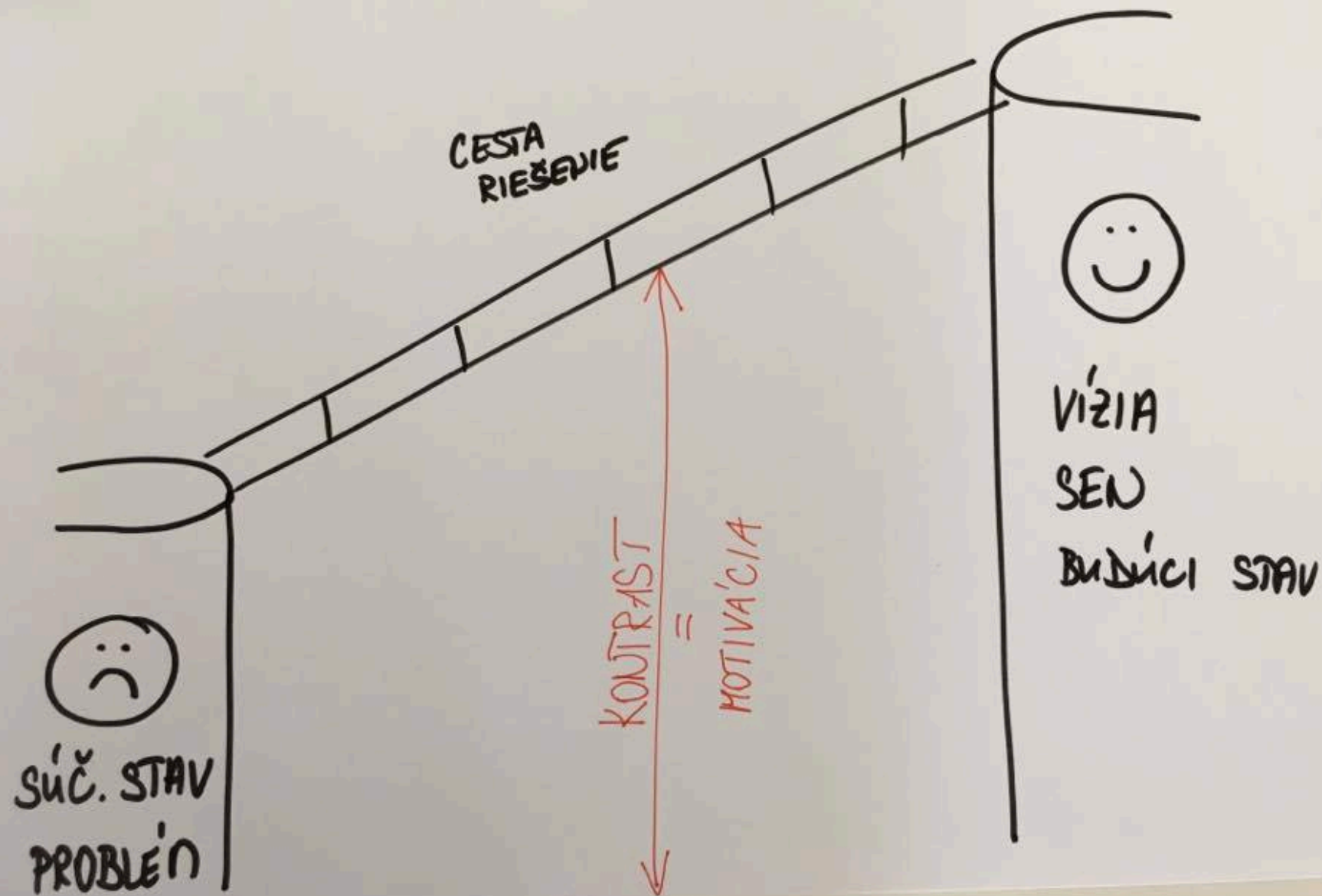
a ako povedať

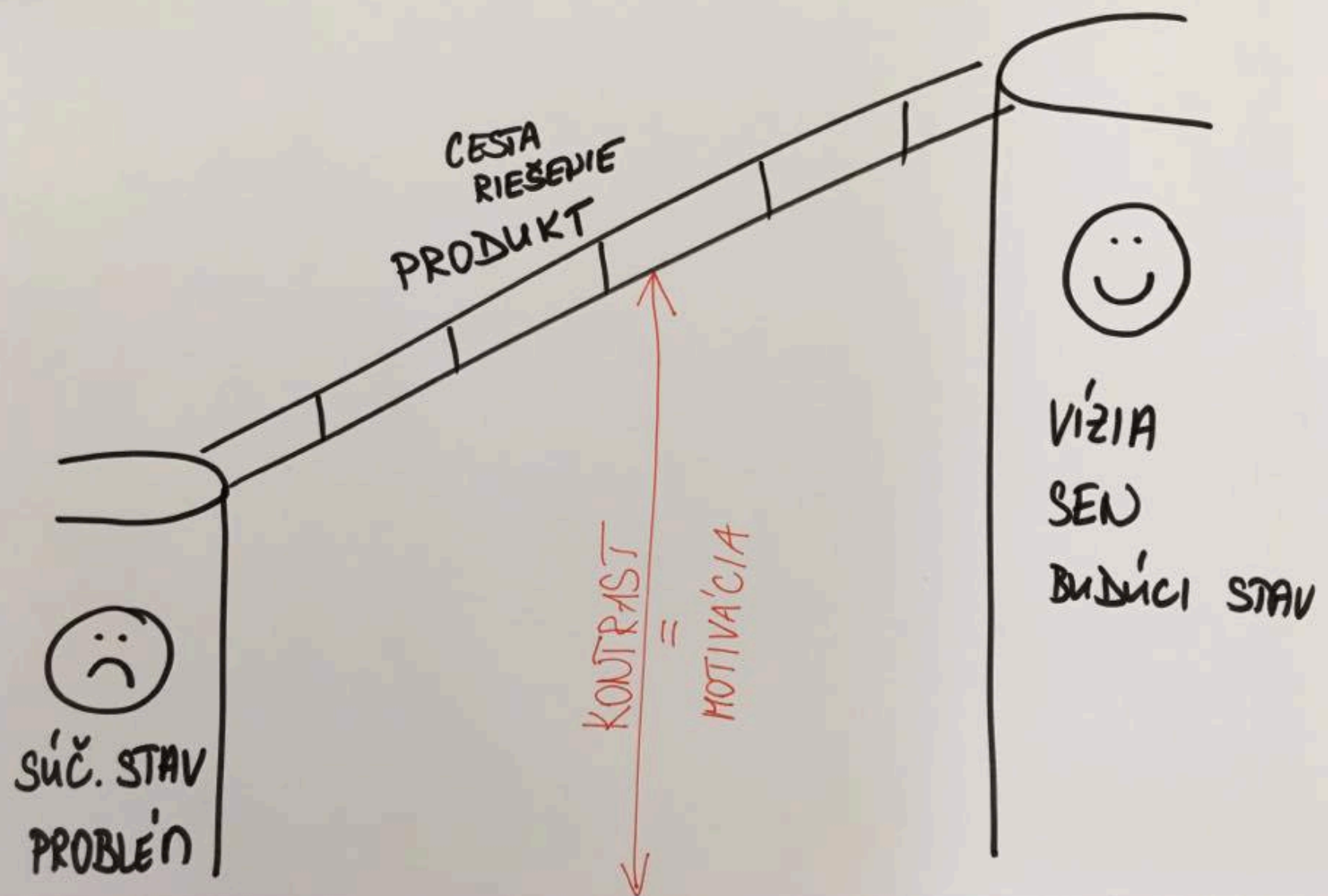














VÍZIA

SEN

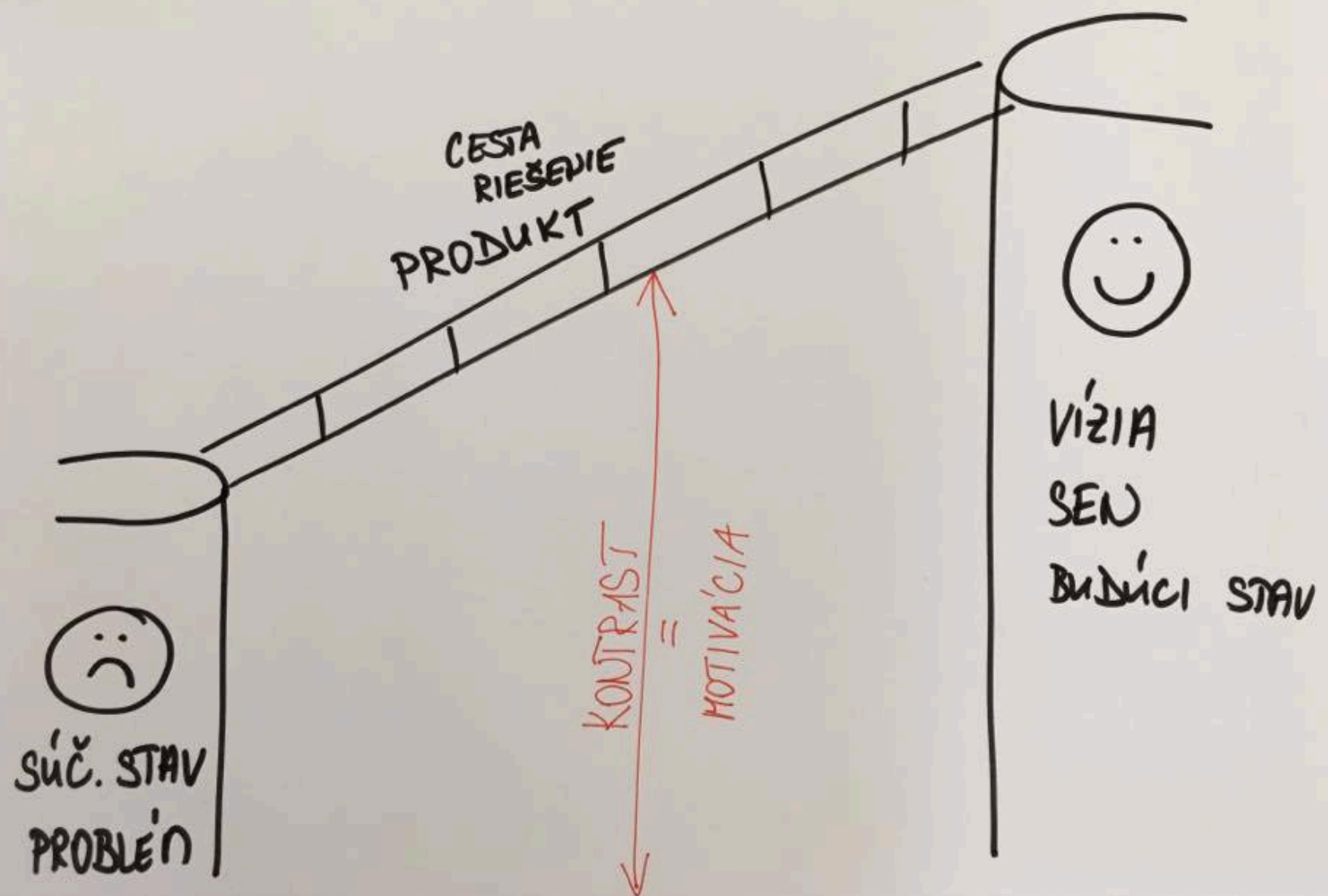
BUDÚCI STAV



SÚČ. STAV
PROBLÉŇ

CESTA
RIEŠENIE
PRODUKT





4. VIZUÁL

Nepokazte si to
PowerPointom



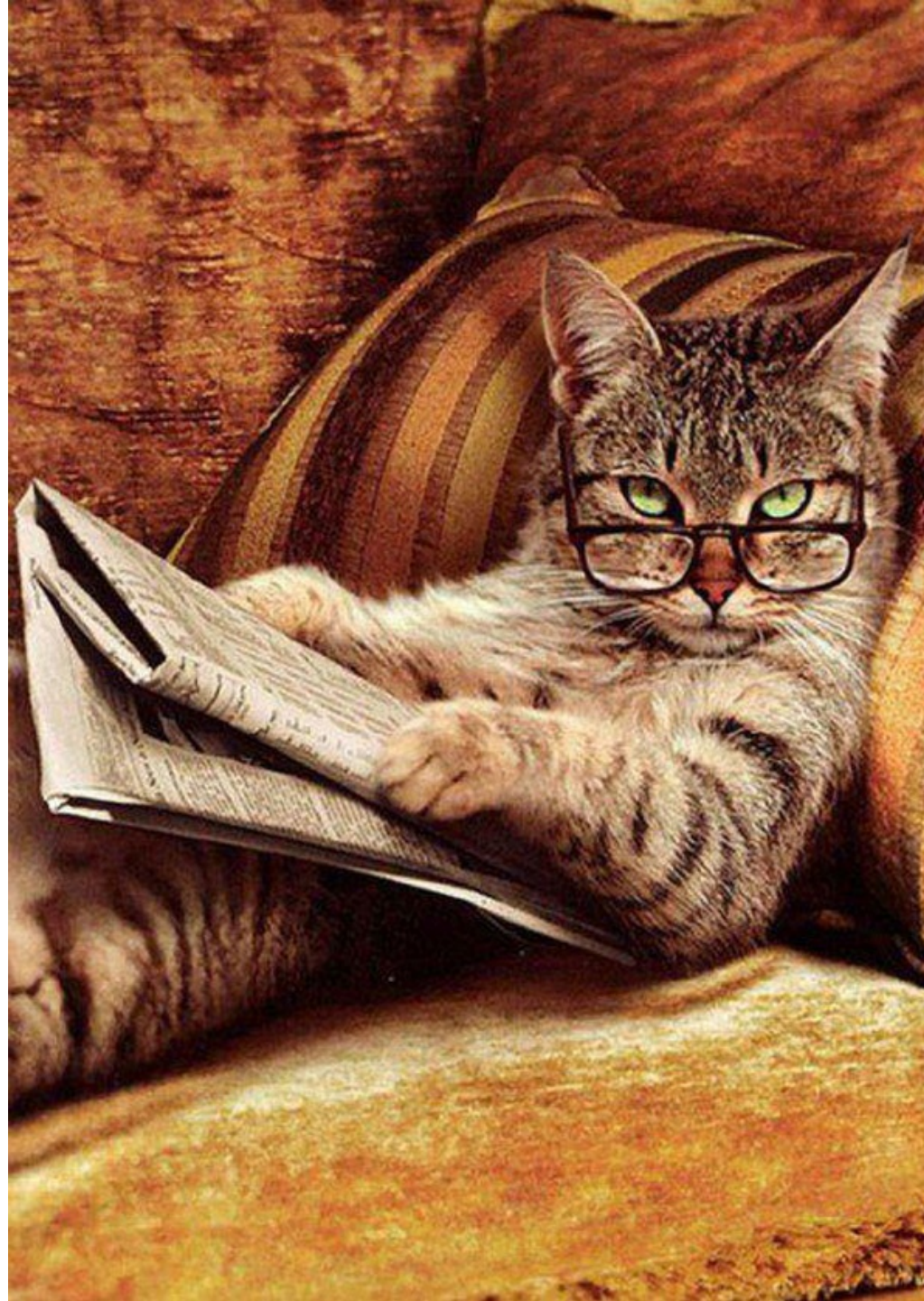
„Ľudia, ktorí vedia, o čom hovoria,
nepotrebujú Power Point.“

- STEVE JOBS -



Aké chyby robíme pri prezentácii

- Slajd je plný odrážok
- Ľudia čítajú popredu
- Príliš veľa textu – nemôžete mu konkurovať!
- Malé písmo a divné obrázky
- Rečník stráca význam
- Rečník sa sám otočí smerom na plátno
- „Pošlite nám prezentáciu, prosím.“
- **Publikum zíva, zaspáva, prípadne zomiera**



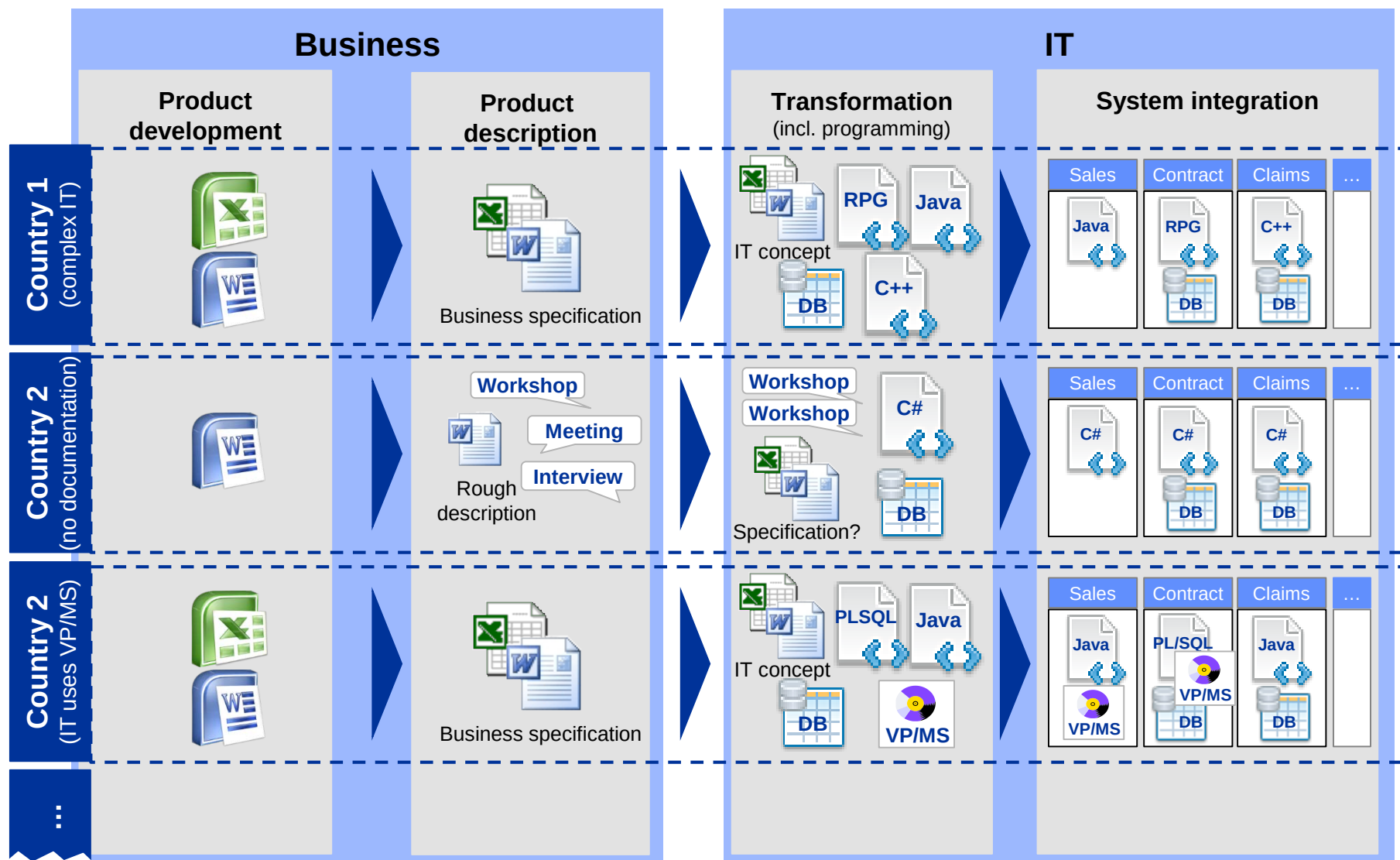
Sklapni a nechaj ma čítať.



MOTIVÁCIA K ZMENE

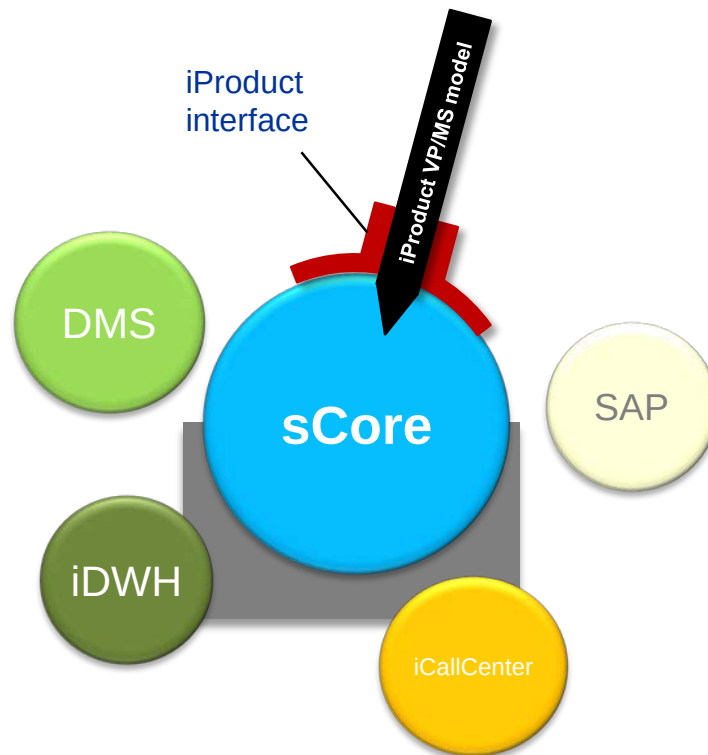
ukážka z praxe

Pôvodná situácia



Cieľová situácia

iProduct plugged-in to sCore

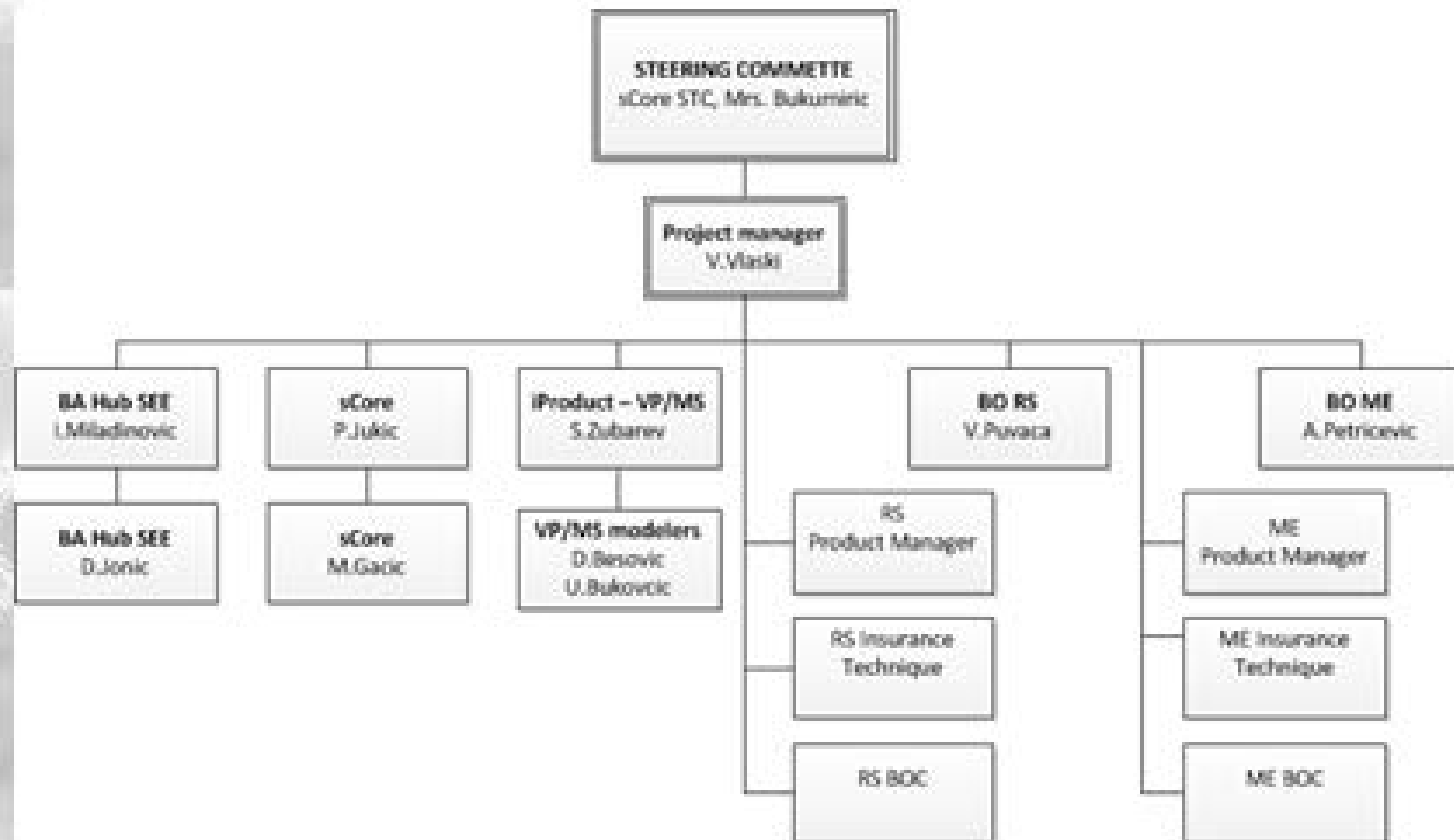


- 1 Key architecture principle of sCore:
„iProduct VP/MS models are plugged-in“
- 2 Requires well-designed iProduct interface and
iProduct-compliant VP/MS models
=> modelling standard matters
- 3 Generates substantial benefits:
 1. No hard-coding of tariffs in core system
 2. Lower dependency on IT
 3. Advanced time-to-market
 4. Potential for sharing products
 5. Easier product maintenance
 6. Better architecture = better performance

Project Goal

- Definition/update of existing Product development forms with all required information which missing at the moment (e.g. underwriting rules, standard basic vs. standard approval vs. standard underwriting, all kind of changes, premium/non premium related etc.)
- Creating rules/guidelines for forms fulfillment
- Description of all products in standard/pre defined forms, with all information necessary for product modeling
- Modeling of products - migration from current product portfolio to iProduct portfolio (VP/MS models)

Project Organization



Project Phases and Main tasks

- 
- Analysis and modeling of one product per product category in MNE
 - Analysis of all products per product category in MNE
 - Modeling of all analyzed products and tariffs in VP/MS
 - Analysis of IT-requirements (GAP to existing or planned functional requirements)

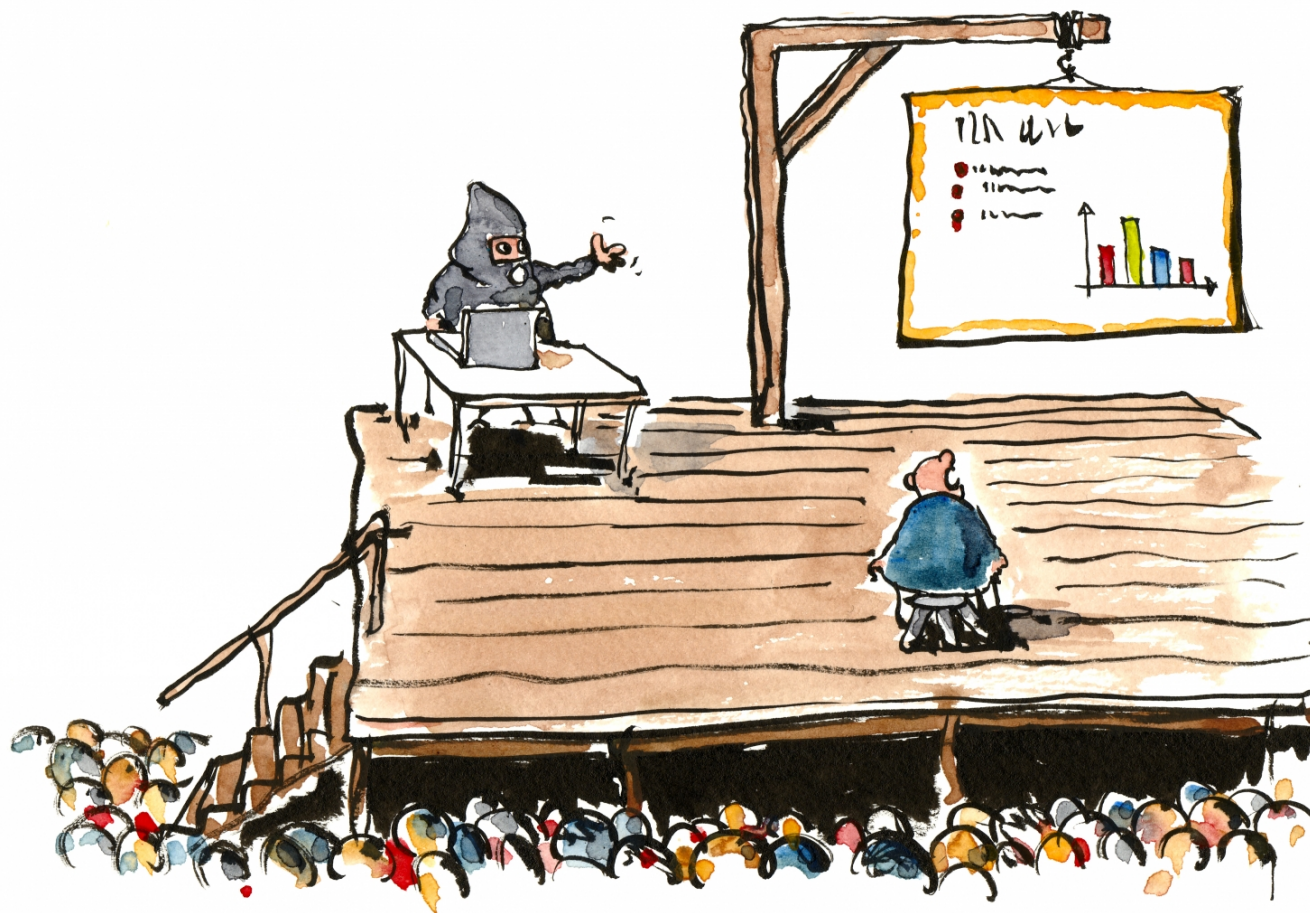
Project plane

1		[- Milestones	Mon 02.09.13	Tue 31.12.13
2		preconditions for planning	Mon 02.09.13	Mon 02.09.13
3		End of project	Tue 31.12.13	Tue 31.12.13
4		[- Organisation	Thu 15.08.13	Fri 23.08.13
5		elicit list of products RS, classified	Thu 15.08.13	Fri 23.08.13
6		elicit list of products MNE, classified	Thu 15.08.13	Fri 23.08.13
7		[- products and tariffs RS	Wed 14.08.13	Mon 30.12.13
8		Pilot products RS (Household, Life1)	Wed 14.08.13	Mon 02.09.13
9		VP/MS model of pilot products	Mon 02.09.13	<u>Fri 13.09.13</u>
10		unique products RS	Mon 02.09.13	Wed 30.10.13
11		VP/MS model of unique products RS	Mon 16.09.13	Fri 15.11.13
12		copycat products RS	Fri 01.11.13	Fri 13.12.13
13		VP/MS model of copycat products RS	Sat 16.11.13	<u>Mon 30.12.13</u>
14		[- products and tariffs MNE	Mon 16.09.13	Mon 30.12.13
15		Pilot products RS (Household, Life1)	Mon 16.09.13	Fri 27.09.13
16		VP/MS model of pilot products	Mon 30.09.13	Fri 11.10.13
17		unique products MNE	Mon 30.09.13	Thu 31.10.13
18		VP/MS model of unique products MNE	Tue 15.10.13	Fri 15.11.13
19		copycat products MNE	Fri 01.11.13	Fri 13.12.13
20		VP/MS model of copycat products MNE	Sat 16.11.13	<u>Mon 30.12.13</u>
21		sCore IT requirements	Mon 02.09.13	Mon 30.12.13
22		TOM new product development process update	Mon 02.09.13	Mon 30.12.13

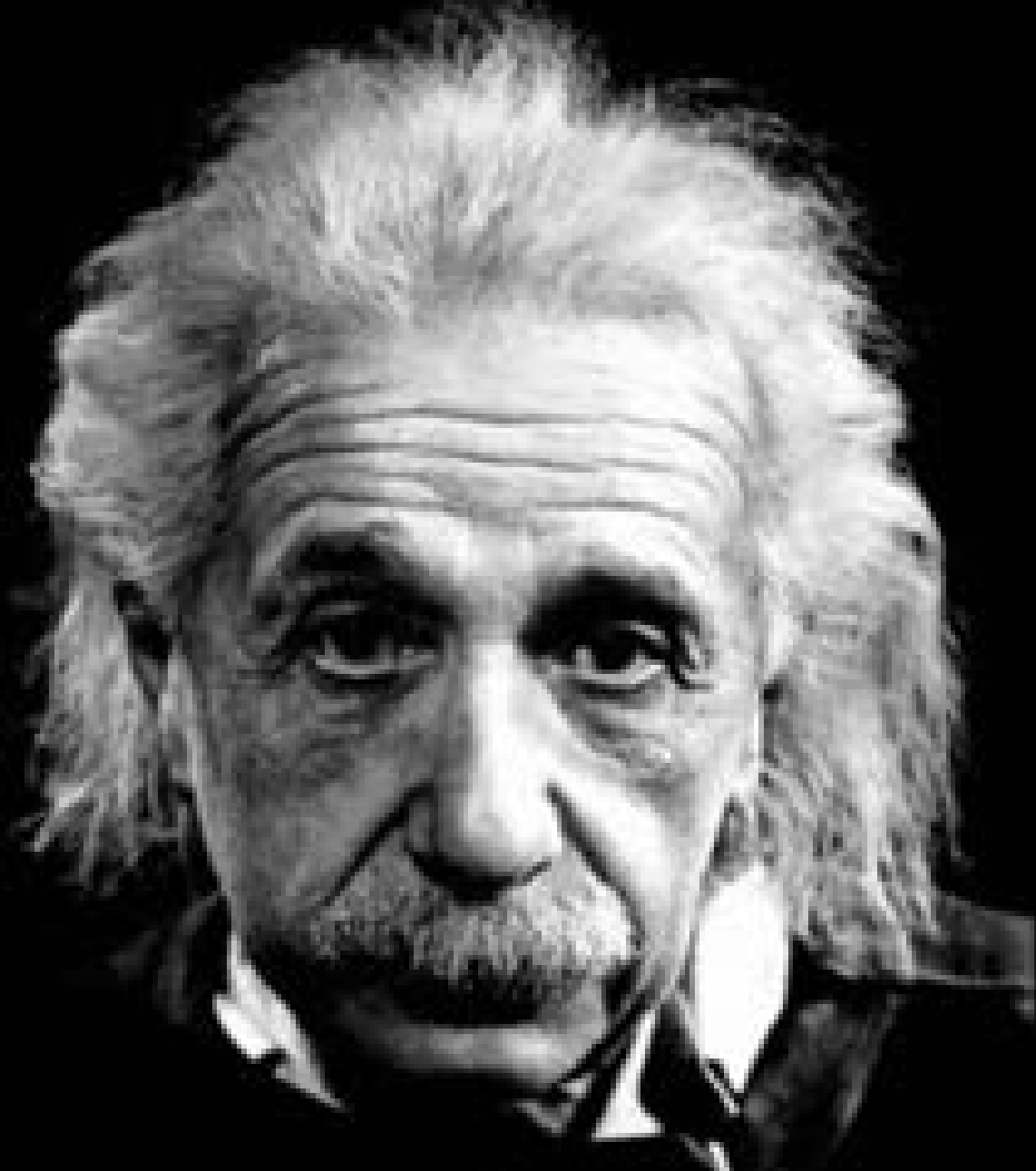
SMRŤ POWER POINTOM



Odsúdený na smrť PowerPointom



4. HOVORTE JEDNODUCHO



„Keď niečo
nevieš povedať
JEDNODUCHO,
asi tomu dosť
dobře
nerozumieš.“



KATKA KOVALČÍKOVÁ

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Katka je európska šampiónka
v rečnení 2011



Thank you