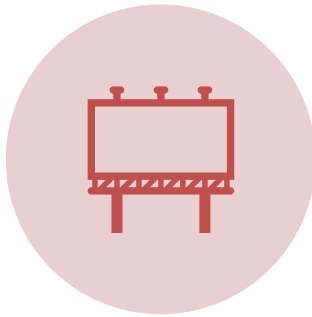


Business Analysis and Communication





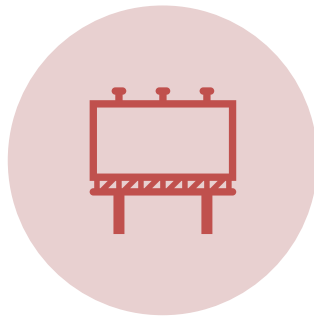
HOW TO EXPLAIN A
TECHNICAL CONCEPT TO A
NON-TECHNICAL AUDIENCE



ETHICS AND
COMMUNICATION



BUSINESS CASE WRITING



HOW TO EXPLAIN A TECHNICAL CONCEPT TO A NON-TECHNICAL AUDIENCE

- Start with the most important theme
 - WIIFM?
- Pick a form to communicate
 - ADISAS
- Write Fast, Edit Slow
- 5 levels of difficulty

WIIFM? – What's In It For Me

- Start with the most important thing
 - Increase Revenue
 - Reduce Cost
- Curse of knowledge
 - Jargons are a no-no
 - Explain in plain simple terms

e.g.

HOW DO AC DRIVES WORK?



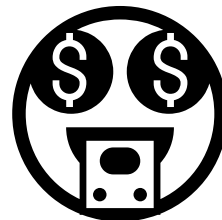
e.g.

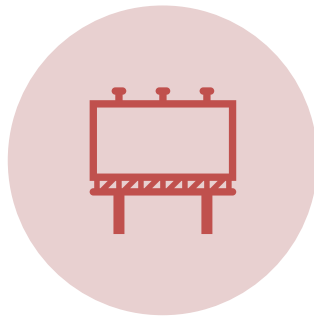


“We want to build a forecasting model which will statistically help you predict the sales of your in-line and launch products and ensure that you are able to make strategic marketing and sales at the proper time and avoid any missed opportunities”



“Our statistical forecasting approach will help you reduce inventory costs from USD 8bn to USD 1bn”





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ADISAS

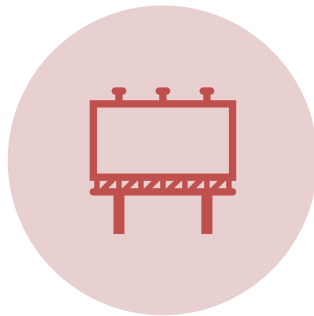
- Argument
- Dialogue
- Instructions
- Summary
- Analogy
- Story

Analogy

- Union
 - Merging one thing with another
 - example: e-mail
- Addition
 - Adding something to an existing
 - example: Drive In Movie Theatre
- Subtraction
 - Removing something that was a part of the original concept
 - Example: Amazon
- Division
 - Splitting something to its basic essence or small parts
 - Example: Reverse Mortgage

Story

- Classic Form (Disney Format)
 - Once upon a time there was a:_____
 - Every day, he/she/it:_____
 - Until one day : (problem happened)_____
 - Because of that (your solution)_____
 - Until finally (problem solved, everyone lives happily ever after)_____
- Problem Action Conclusion format



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“The first draft of anything is shit.”

Ernest Hemingway

“For the last 150 years, the Galactic Empire has pushed the frontiers of weapons technology. Malicious will, plus a limitless Research and Development budget, has resulted in the construction of a fully functional weapon of planet destruction. Grimly named ‘The Death Star,’ this is the most significant strategic issue facing the Rebel Alliance. This paper will explore our options for dealing with the horrible new weapon of oppression”

“The Death Star is very big and very powerful, but it has a fatal flaw. It won’t be easy to destroy, but it is possible. This document will show you how.”

“Instruments that record, analyse, summarize, organize, debate and explain information; which are illustrative, non-illustrative, hardbound, paperback, jacketed, non-jacketed with forward introduction, table of contents, index; that are intended for the enlightenment, understanding, enrichment enhancement and education of the human brain through sensory root of vision... Sometimes touch.”



Subject verb (Object)

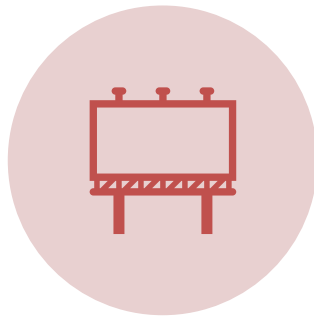
Man Bites Dog
Dog Bites Man
Man Dog Bites

Don't waste your audience's time

$$\textit{power} = \frac{\textit{meaning}}{\textit{attention}}$$

Look at every piece of your explanation and ask these questions:

- Does this add more in meaning than it takes away in attention?
- Have you repeated yourself?
- Do they need to know this?
- Do they need to know this now/to get started?

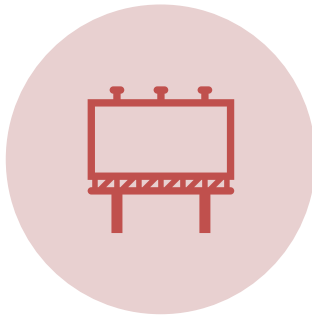


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5 Levels of Difficulty

- Explain you concept to
 - Child
 - Teenager
 - Undergrad
 - College
 - Expert/Colleague



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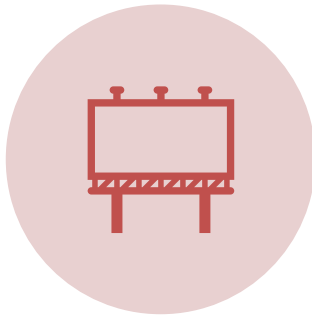
ETHICS AND
COMMUNICATION



BUSINESS CASE WRITING

Ethics and Communication

- **Plagiarism**
 - Presenting someone else's work as your own
 - Can cause legal issues if there is Copyright violation
- **Selective misquoting**
 - Deliberately removing parts of a quote to paint a better picture of yourself or the company
- **Misrepresenting numbers**
 - Increasing or decreasing numbers, exaggerating, altering statistics, or omitting numerical data
- **Distorting visuals**
 - Making a product look bigger or changing the scale of graphs and charts to exaggerate or conceal differences



HOW TO EXPLAIN A
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ETHICS AND
COMMUNICATION



BUSINESS CASE WRITING

Business Case Writing

- Define the issue
- Identify your audience
- State the problem
- Propose a solution
- Include a schedule and budget
- Conclusion

“We are unable to fulfil the orders in time”

“We have excess inventory blocking space, budget and increasing overhead costs”

Identify your Audience

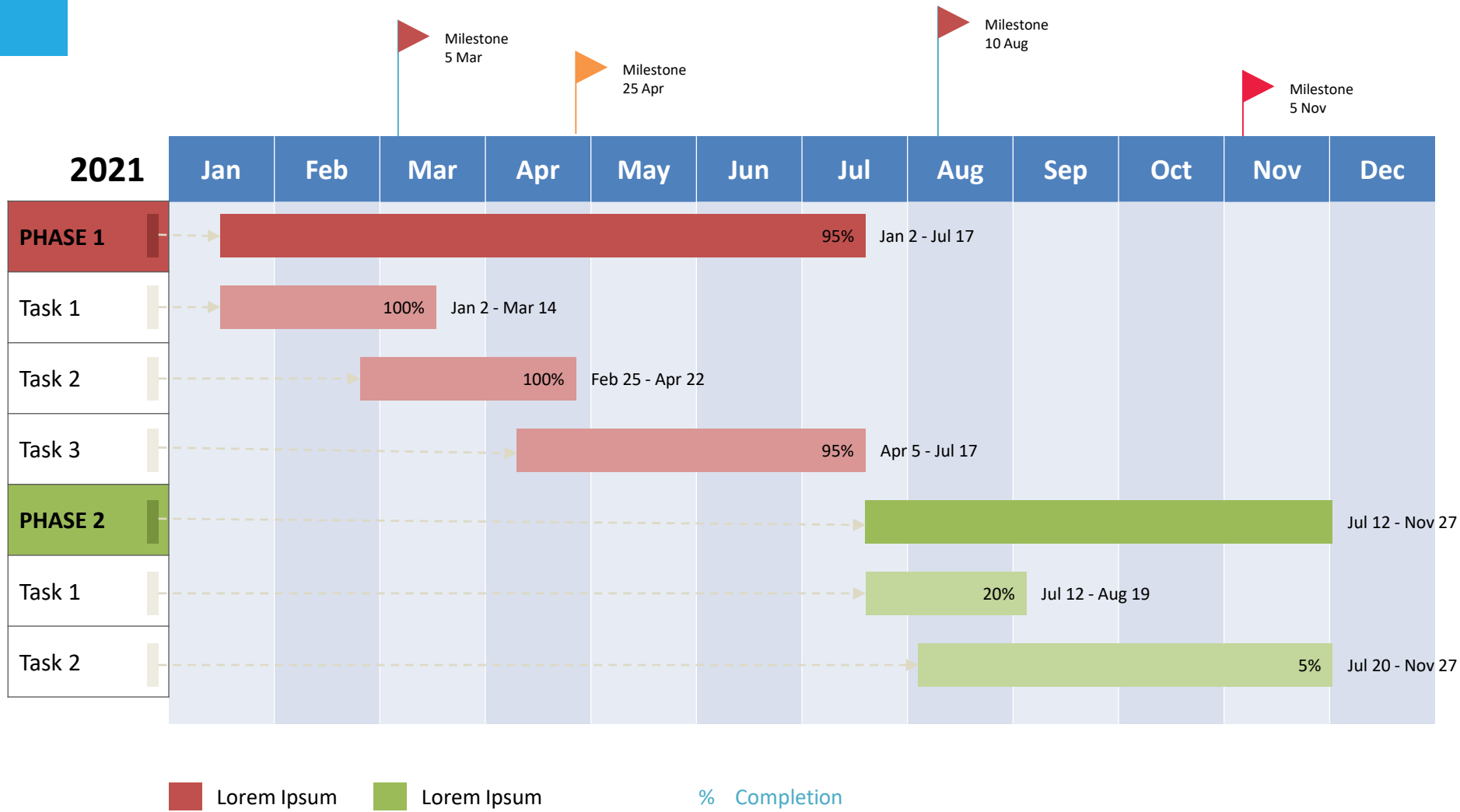
- Business Unit Head
- Brand Manager
- Country Manager
- Regional Finance team
- Manufacturing
- Sales and Marketing
- Procurement

State the problem

- Business Unit Head
 - Inventory costs high and sales are getting hampered
- Brand Manager
 - Inefficient communication between Fin, Manufacturing and Distribution
- Country Manager
 - Robust forecast to predict sales
- Regional Finance team
 - Clear Sales target and budgeting
- Manufacturing
 - On time procurement and distribution. Increased planning and no storage costs
- Sales and Marketing
 - Clearly defined sales targets and promotion budgets
- Procurement
 - Clear schedules on procuring with long term visibility

A statistical event-based forecasting solution to bridge gaps among all teams and provide a seamless and transparent reporting solution

Schedule and Budget



“The proposed solution will help the company save USD 3bn in inventory costs and improve delivery efficiency by 40%”

Assignment Template

- Executive Summary
- Table of Contents
- Situational Analysis
- Problem Statement
- Options
- Evaluation of Options
- Recommendation
- Contingency Plan