

Task 3: Storytelling with Powerpoint

Task Overview

What you'll learn

- Understanding your stakeholders
- Mapping out a compelling story

What you'll do

- Develop a PowerPoint presentation to communicate status, opportunities for improvement, key ideas, and insights about the portfolio of projects you analyzed in the previous tasks

Here is the background information on your task

The first step in communicating a great story is understanding to whom you are communicating. Who is your audience? In the context of business communications, usually your audience is one or more stakeholders for your task, project, or activity.

Who are the stakeholders? Stakeholders include any individual or organization who may affect, or be affected by, your project or activity. These usually include:

External stakeholders:

- Vendors, suppliers and service providers
- Regulators
- Technology partners and providers
- External SMEs, consultants and influencers
- Key supplier executives
- End customers and end-users

Internal stakeholders:

- Operations
- Technology
- Front office

- Senior leaders
- Managers
- Business process owners
- Team members
- Key customer executives

Understanding your stakeholders and gaining their insights and buy-in effectively is critical to the success of any business activity. You will have many interactions with your stakeholders, from informal brainstorming sessions to formal project update communications.

Your first step is to understand your set of stakeholders. Who are they? What is their interest in the project? How can they contribute? Which are most important to the success of your project? What decisions do you need them to make?

Once you understand their needs, motivations, the decisions you want them to make, and the actions you want them to take, then you can map out the compelling story you are going to tell them.

Here is your task

Your task is to write a short PowerPoint presentation to communicate status, opportunities for improvement, key ideas and insights about the portfolio of projects you analyzed in Tasks 1 and 2. From those tasks you have insights into which projects are over budget and which personnel are overutilized. You may use your analytical insights and even your Tableau dashboard as part of your written story in PowerPoint.

Other information you can use to craft your story in PowerPoint includes the following pieces of information you gleaned from recent discussions with the team leaders of all five projects:

- Projects B, D, and E are developing new digital financial products that are expected to generate revenue for JPMorgan Chase & Co.
- Projects B and D are on schedule, Project E is at risk for falling behind but is currently still roughly on schedule
- Projects A and C are internal efforts at process improvement for cost reduction
- Project A is on schedule, Project C is well behind schedule and at risk for failure

Your first step is to pick a stakeholder group that you will target your communication toward. Great presentations are clear, concise, and compelling. To be clear, concise, and compelling, they need to communicate key ideas of interest to a specific target audience. To which stakeholder group will you write your presentation? Choose from these possible stakeholders:

- Your fellow team members
- Program (cross-project) leaders
- Senior leaders

Pick the audience you will speak to in your presentation. Then, review your analysis and dashboard from Tasks 1 and 2 and the pieces of project information above. What data, ideas, or examples would be compelling to your chosen stakeholder group?

Then, write your presentation using the template found below. Feel free to add slides to the template if you need to, but remember: your aim is to be clear, concise, and compelling. Shorter is almost always better. In no more than 3-5 slides:

1. Write a compelling title to grab the attention of your audience
2. Convey a key overarching point using a compelling visual you find online to further grab your reader's attention. Just copy and paste a photo that you find online; no need for original artwork.
3. Communicate key points and ideas about this portfolio of projects, including status, performance, opportunities for improvement, and any other points you think tell a good story.
4. Make a recommendation for an action that your audience should take as a result of your analysis of this project portfolio

Use data and examples to make your presentation compelling when appropriate.