

# 4.2 Building a Basic Deck

GOVTALK



SCHOOL OF  
POLICY STUDIES



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# Introduction

Let's start with the basics

# What is a deck

- ▶ A medium for concise presentation of:
  - ▶ A problem or issue
  - ▶ Relevant facts
  - ▶ Analysis of options
  - ▶ Recommendations
- ▶ Can take printed form, or be presented as slides or in other electronic format

# Key Questions

## ▶ Presentation Deck

- ▶ Shorter; fewer words; more visuals (graphics, etc.)
- ▶ Designed to be spoken to, not read from
- ▶ 'Roadmap' for a verbal presentation or briefing

## ▶ Reading Deck

- ▶ An easy-to-read version of a memo or paper
- ▶ Usually one theme or issue per page
- ▶ Limited number of bullets, each making a self-contained point

The goal is clarity in laying out issues, options, recommendations – often for decision

# Key Questions

- 1 Who is the audience?
- 2 What is the purpose?
- 3 What is the issue?
- 4 What is the occasion?



# Key Questions

- ▶ **Who is the audience?**
  - ▶ Is it a very senior person, or your immediate boss?
  - ▶ Are they a decision-maker?
  - ▶ Did they ask for it, or is this your idea?
  - ▶ Do they like to read, or not?
  - ▶ How well do they know the issue?



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# Key Questions

What is the purpose?

- ▶ Immediate decision / action?
- ▶ What is the relevant information?
- ▶ Update, as part of a continuing dialogue?

3

# Key Questions

What is the Issue?

- ▶ The need to know
  - ▶ Who is this effecting?
  - ▶ What is changing/ or needs to change?
  - ▶ When does this information need to be actioned?
  - ▶ Why does this matter right now?
  - ▶ Scope of issue



## 4

# Key Questions

What is the occasion?

- ▶ Is it for overnight/ weekend reading?
- ▶ If so, does it need a cover note?
- ▶ Or is it for a small briefing session?
  - ▶ If so, who else will be there?
  - ▶ Will you be taking them through it, or will they have read it already?
  - ▶ How much time do you have?

# In a Reading Deck

- ▶ Be sure to have:
  - ▶ Table of Contents
  - ▶ Executive Summary (one page)
- ▶ Break deck into sections or chapters
- ▶ Distinguish between 'facts' and 'recommendations'
- ▶ Make sure recommendations fit on one page

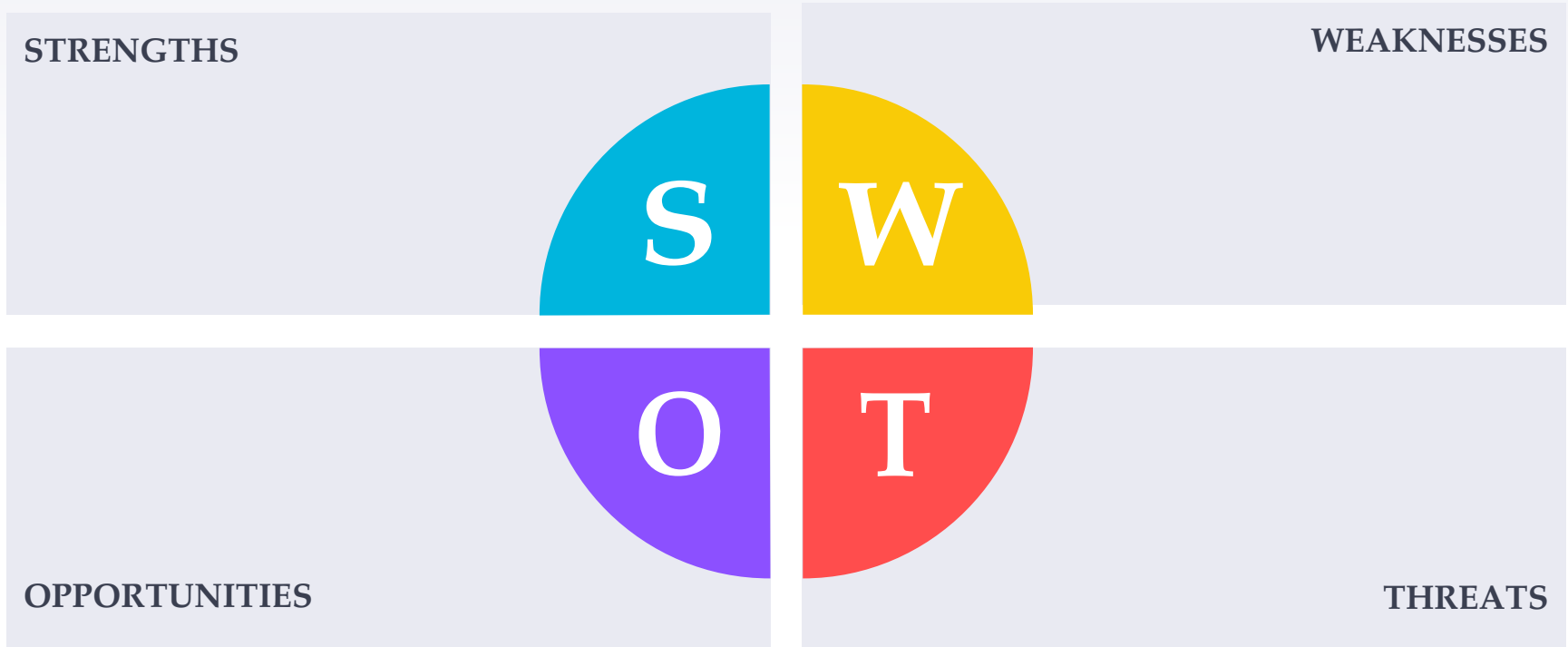
# In a Speaking Deck

Don't read	Don't read it – speak to your audience!
Look	Look the audience in the eye – show you know what you're talking about
Don't talk	Don't talk too fast; fewer words are better
Speak	Speak with purpose – to make a point, not simply to convey information

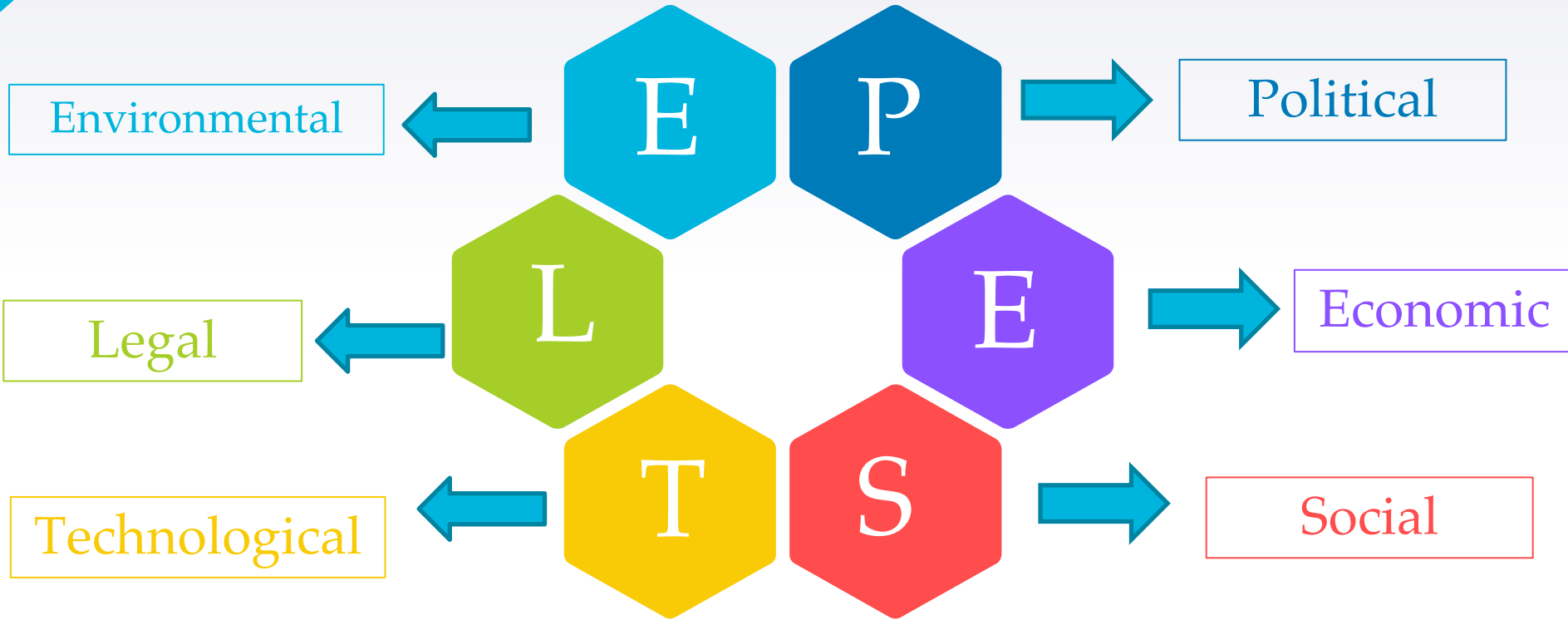
# Whatever the deck...

- ▶ Be clear on the purpose, right at the beginning
- ▶ Have a clear, logical storyline
- ▶ Think about needs and perspective of your audience
- ▶ Make sure you have identified the issue(s) correctly

# SWOT Analysis



# PESTEL



# Political

- ▶ Government stability / instability
- ▶ Corruption level
- ▶ Tax policies
- ▶ Freedom of press
- ▶ Government regulation and deregulation
- ▶ Special tariffs
- ▶ Political action committees
- ▶ Government involvement in trade unions and agreements
- ▶ Competition regulation
- ▶ Voter participation rates
- ▶ Amount of government protests
- ▶ Defense expenditures
- ▶ Level of government subsidies
- ▶ Bilateral relationships
- ▶ Import-export regulation / restrictions
- ▶ Trade control
- ▶ Lobbying activities
- ▶ Size of government budgets

# Economic

- ▶ Growth rate
- ▶ Interest rate
- ▶ Inflation rate
- ▶ Exchange rate
- ▶ Availability of credit
- ▶ Level of disposable income
- ▶ Propensity of people to spend
- ▶ Federal government budget deficits
- ▶ Gross domestic product trend
- ▶ Unemployment trend
- ▶ Stock market trends
- ▶ Price fluctuations



# Social

- ▶ Population size and growth rate
- ▶ Birth rates
- ▶ Death rates
- ▶ Number of marriages
- ▶ Number of divorces
- ▶ Immigration and emigration rates
- ▶ Life expectancy rates
- ▶ Age distribution
- ▶ Wealth distribution
- ▶ Social classes
- ▶ Average disposable income
- ▶ Attitude towards government
- ▶ Ethical concerns
- ▶ Cultural norms and values
- ▶ Sex roles and distribution
- ▶ Religion and beliefs
- ▶ Racial equality
- ▶ Education level
- ▶ Minorities
- ▶ Crime levels

# Technological

- ▶ Technology incentives
- ▶ Automation
- ▶ R&D activity
- ▶ Technological change
- ▶ Access to new technology
- ▶ Level of innovation
- ▶ Technological awareness
- ▶ Internet infrastructure
- ▶ Communication infrastructure
- ▶ Life cycle of technology

# Environmental

- ▶ Weather
- ▶ Climate
- ▶ Environmental policies
- ▶ Climate change
- ▶ Pressures from NGO's
- ▶ Natural disasters
- ▶ Air and water pollution
- ▶ Recycling standards
- ▶ Attitudes towards green products
- ▶ Support for renewable energy

# Legal

- ▶ Discrimination laws
- ▶ Antitrust laws
- ▶ Employment laws
- ▶ Consumer protection laws
- ▶ Copyright and patent laws
- ▶ Health and safety laws
- ▶ Education laws
- ▶ Consumer protection laws
- ▶ Data protection laws