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Stand and Deliver

AAPA
March 2018

Why Focus on Presenting?

- Builds your port's credibility

Internally

Externally

- Spurs your professional growth

More visible as you promote, move on

- Reduces your stress

Your Comfort Level

- What drives you bonkers?
- Do you look forward to presentations?
- How does your staff usually do?
- What challenges worry you the most?

Communicating Today

- You work in a fishbowl

Presentation has legs; need messages

- Attention spans are dwindling

Think visually; multitasking

- Experienced reporters disappearing

Unfamiliar with ports, trade industry

So How Do We Adapt?

- Don't Worry...Be Happy

Non-verbal cues are clear signals

- Briefly state why you're there

“Seeking approval for...”

“Updating you on...”

“Introducing the port's new...”

So How Do We Adapt?

- Minimal number of slides, bullets

This is about the maximum

- Only **necessary** information
 - Extra eyes and ears can help
- Summarize, recommend
- Eager to answer questions

Messaging is Essential

- Governing board is informed; public is less so
- Public needs context
- Jargon gets in the way
- **Result:** Public not informed and governing board is frustrated

Presentation Issues

- Clarity for stakeholders is key

Streamline meetings

Avoid duplication

- Multiple audiences

Governing board, in-room, mobile

Presentation Issues

- If you have to apologize, re-think it
 - “I know this is hard to read...”
- A/V connections vary
- Don't depend on WiFi
 - Embed video and other links

Presentation Issues

- Keep it simple

Let your words be the focus

Slides are just **your** guide

- Charts, graphs, legends, spreadsheets

Better as handouts – printed or online

Presentation Issues

- Appropriate attire
 - “Forgettable” clothing
 - Minimal jewelry – noise, brightness
- Don’t read or memorize
 - Bulleted notes are often best
- Know the room and rehearse

Presentation Issues

- Can you hear me now?
- Podiums create a barrier

Movement adds interest

Camera/mic may limit you

Remember eye contact

“Audience left” is best

Presentation Issues

- Clickers and pointers

 - Give freedom to move and engage

 - Simpler is better

 - Lasers may not work; invisible online

- Must have a Plan B and a Plan C

 - Flash drive, laptop, printed slides

PowerPoint Issues

- Different versions create problems

Video playback

Transitions

Fonts

- Too easy to add bullets

No smaller than **this** 30 pt. font

PowerPoint Issues

- Animation

Resist!

- Aspect ratios

Standard (4:3) – default if in doubt

Widescreen (16:9)

Q&A Management - Control

- Establish ground rules
 - “Just hold your hand up...”
- Take specialized questions offline
- Recognize first round questioners, then repeaters
- Repeat/paraphrase the question

Q&A Management - Messages

- “I agree with you about x, and it illustrates an important point...”
- “What we do know is...”
- “The real question here is...”
- If question is tough/political, you likely won't be left hanging

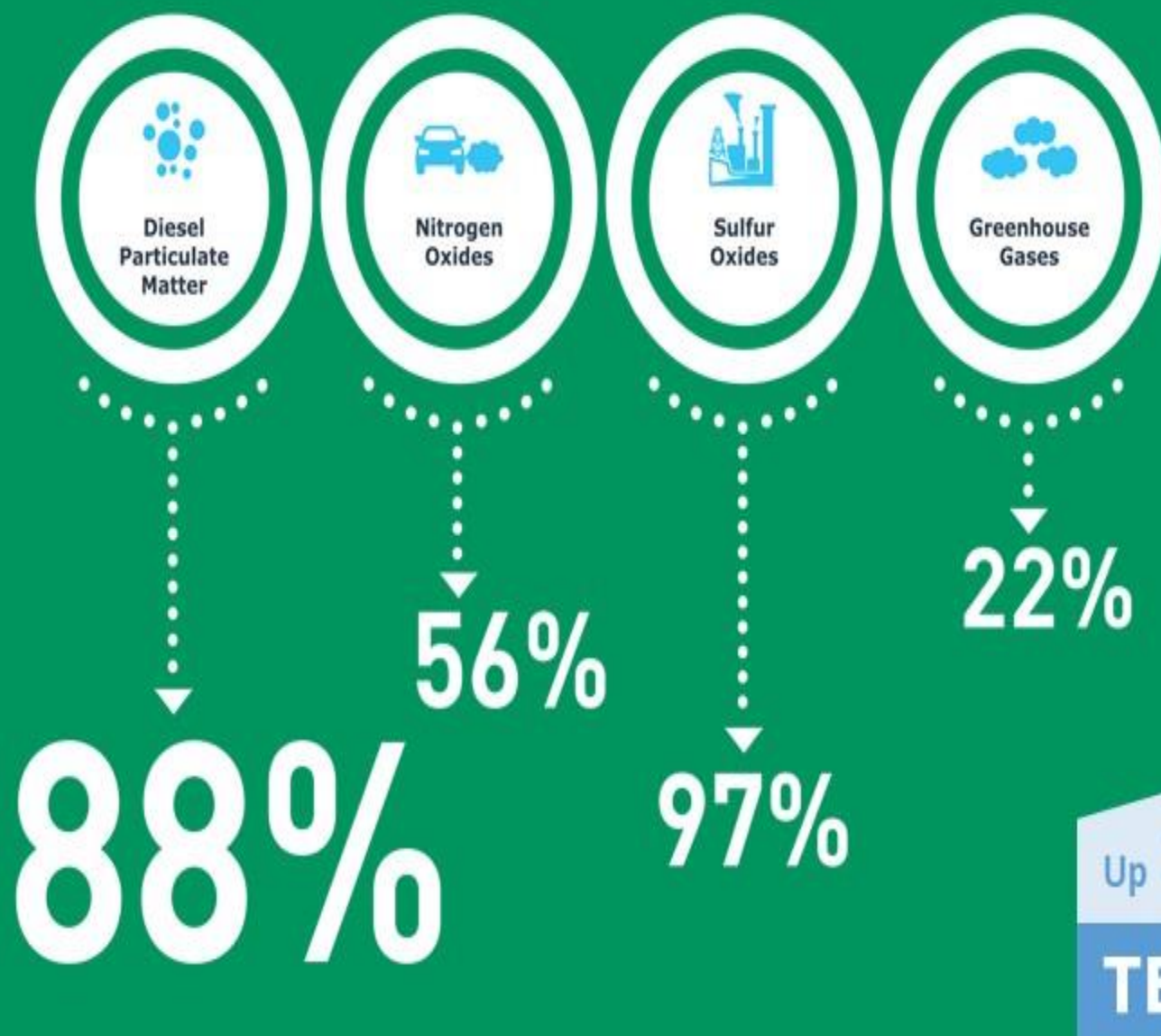
Before and After

Benefits of Vessel Measures



- 47% reduction, 944 tons/year, diesel particulate matter (DPM)
- 45% reduction, 10,972 tons/year, nitrogen oxides (NO_x)
- 52% reduction, 8,870 tons/year, sulfur oxides (SO_x)

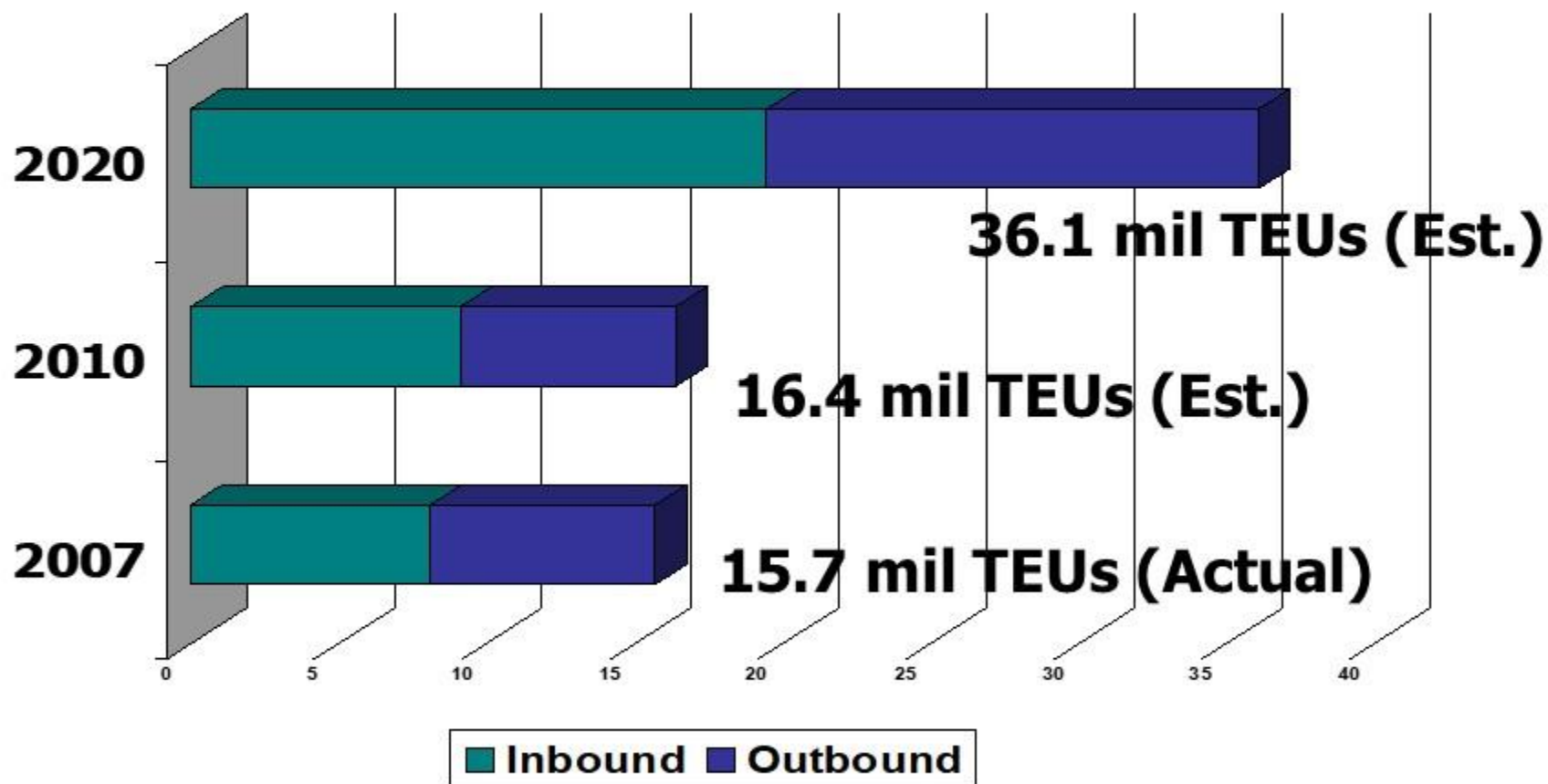
2016 AIR EMISSIONS INVENTORY



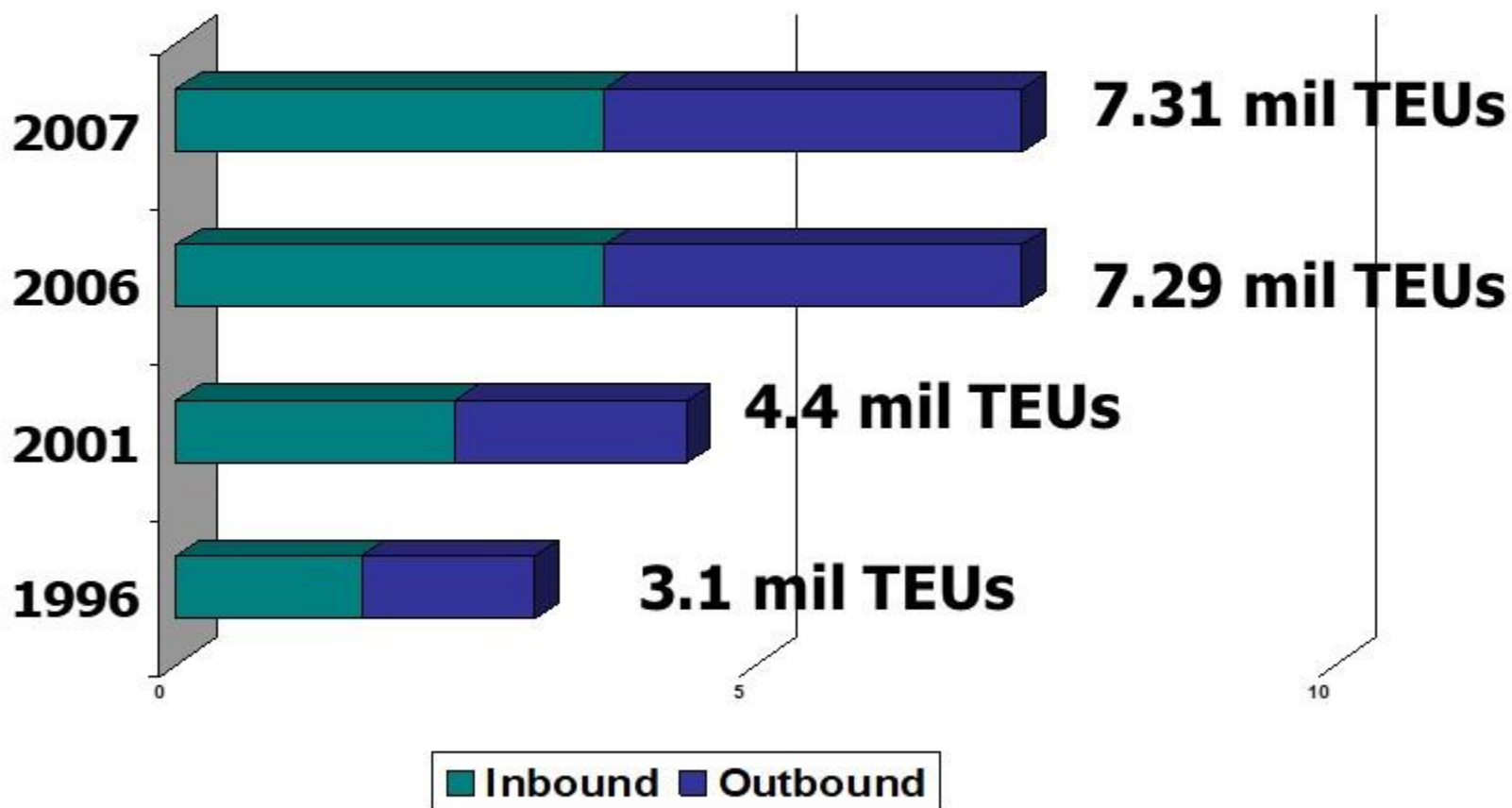
*Compared to 2005 Levels



POLB/POLA Forecast



Long Beach Trade Growth





2015 CARGO VOLUME

↑ 5.4 PERCENT

BIGGEST YEAR SINCE **2007**

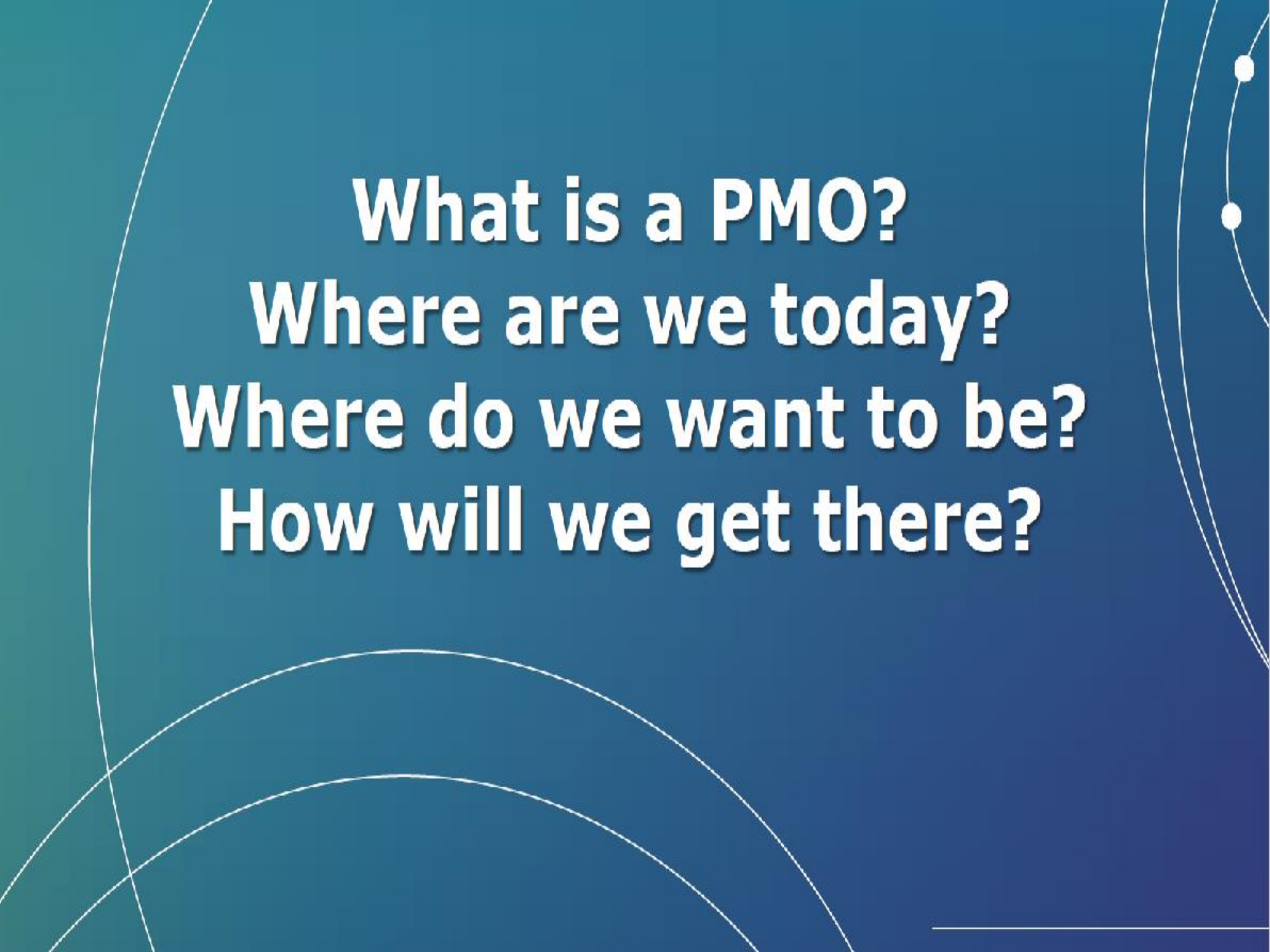


Case Study – Internal Audience

- Staff unfamiliar with new Project Management Office (PMO) and affect on their projects
- Roll-out typical of engineering-driven organization
- Teaming with communications, leaders took a different approach

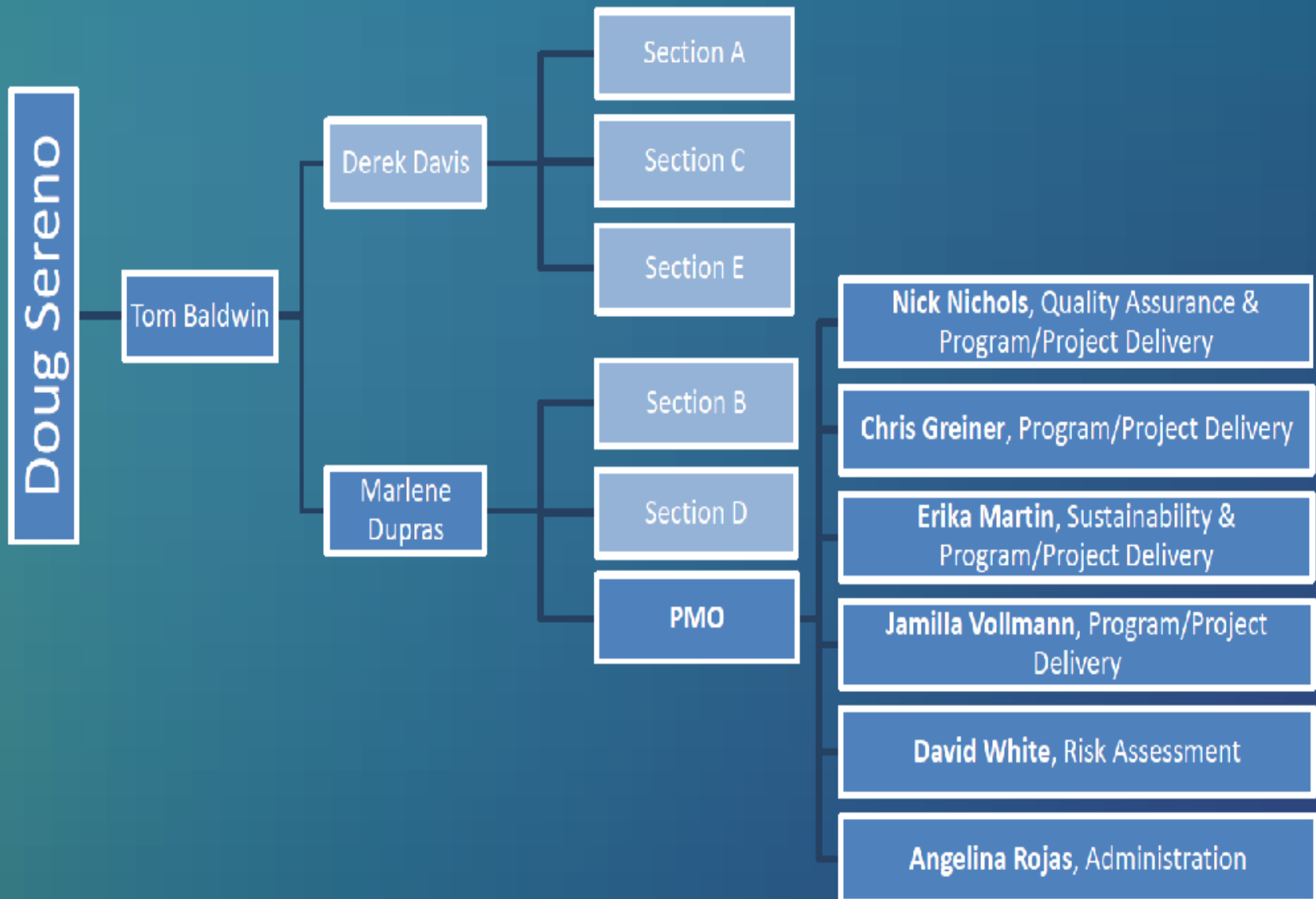
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PMO Development Progress



What is a PMO?
Where are we today?
Where do we want to be?
How will we get there?

Program Management Division



Typical PMO Domains of Work

Standards, Methodologies and Processes
Project/Program Delivery Management
Governance and Performance Management
Knowledge Management
Talent Management
Organizational Change Management
Portfolio Management
Strategic Planning
Administration and Support

Shared Goal: Improve how business is done

Align strategic priorities with resources

Standardize processes

Measure performance

Increase visibility and access to information

Think outside the box

Strive for simplicity

Where do we want to be?

VISION FOR A FULL SERVICE PMO:

- I. Standards, Methodologies and Processes
- II. Program/Project Delivery Performance
Management Support
- III. Program/Project Delivery Support

How will we get there?

NEXT STEPS:

- Finalize scope and charter
- Presentations of PMO services to staff
- Hire consultant team to support development
- Develop implementation plan for expanded functionality
- Integrate/update comprehensive project delivery manuals

April 2017

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PROGRAM MANAGEMENT OFFICE (PMO)





Why was PMO created?



What does the PMO do?



Who is the PMO team?



Angelina Castellanos



Nick Nichols



Erika Martin



David White



Jamilla Vollmann



Chris Greiner



PMO's future



Continuous Improvement Process

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Continuous Improvement Suggestion

You may submit suggestions anonymously. However, please fill out the Contact Information section if you would like someone to follow up with you. Thank you!

Contact Information

Name

First

Last

Division**Email****Phone Number**

Continuous Improvement Suggestion



What's next for PMO...



Contact us



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The Green Port

Next Steps

- Reduce your stress points
- Observe other presentations
- Foster a new culture at your port
- Schedule training for all port departments

Next Steps

- Promote communications support
 - Offer PowerPoint makeovers
 - Design/photo/video resources
- Develop PowerPoint template
- Include messages and not just facts



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