AS YOU CAN CLEARLY SEE IN SLIDE 397...

GAAAAH!

"POWERPOINT" POISONING.
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 (NOx)
- 52% reduction, 8,870 tons/year, sulfur oxides (SOx)
2016 AIR EMISSIONS INVENTORY

- Diesel Particulate Matter: 88%
- Nitrogen Oxides: 56%
- Sulfur Oxides: 97%
- Greenhouse Gases: 22%

*Compared to 2005 Levels*
POLB/POLA Forecast

- 2020: 36.1 mil TEUs (Est.)
- 2010: 16.4 mil TEUs (Est.)
- 2007: 15.7 mil TEUs (Actual)

Legend:
- Inbound
- Outbound
Long Beach Trade Growth

2007: 7.31 mil TEUs
2006: 7.29 mil TEUs
2001: 4.4 mil TEUs
1996: 3.1 mil TEUs

Inbound  Outbound
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
What is a PMO?
Where are we today?
Where do we want to be?
How will we get there?
Program Management Division

- Doug Sereno
  - Tom Baldwin
    - Derek Davis
      - Section A
      - Section C
      - Section E
    - Section B
    - Section D
    - PMO
      - Nick Nichols, Quality Assurance & Program/Project Delivery
      - Chris Greiner, Program/Project Delivery
      - Erika Martin, Sustainability & Program/Project Delivery
      - Jamilla Vollmann, Program/Project Delivery
      - David White, Risk Assessment
      - Angelina Rojas, Administration
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
Port of LONG BEACH

PROGRAM MANAGEMENT OFFICE (PMO)

April 2017
Why was PMO created?
What does the PMO do?
Who is the PMO team?
PMO’s future
Continuous Improvement Process
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: [ ]
What’s next for PMO...
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
THAT CONCLUDES MY TWO-HOUR PRESENTATION. ANY QUESTIONS?

DID YOU INTEND THE PRESENTATION TO BE INCOMPREHENSIBLE, OR DO YOU HAVE SOME SORT OF RARE "POWER-POINT" DISABILITY?

ARE THERE ANY QUESTIONS ABOUT THE CONTENT?

THERE WAS CONTENT?