

Look sharp

The Bladonmore  
guide to results  
presentations,  
roadshows and IPOs



## Making an impact

Bladonmore's approach to coaching and training helps clients maximise the opportunities a results presentation provides; create a strong impact at investor roadshows; and impress analysts and investors ahead of an IPO. We have written this short guide to help you give better presentations and ensure your message is understood.

### Understand your audience

The better you know your audience, the better you will deliver. While chief executives normally have an in-depth understanding of their business, a surprising number do not really understand how an equity analyst works or what makes a story newsworthy for a journalist.

If you are presenting to an investment analyst or fund manager it is important to understand their underlying agenda. Have you ever asked yourself what they will tell their boss when they return to the office after your presentation?

Getting your head around their agenda does not take a particularly long time – and it will enable you to position your story effectively.

Remind yourself that you will have a captive audience.

For example:

- Analysts
- The media
- Shareholders
- Existing investors
- Prospective investors

### Refine your messages

Too many companies attempt to explain everything they are doing. The best presentations focus on the highlights. A clear explanation of what

*“A surprising number of chief executives do not really understand what makes a story newsworthy”*

is going on will be more interesting than a comprehensive overview of all the company's divisions.

If you can translate the details of your organisation into small digestible chunks, your story will come alive.

### Preparation

Only with careful planning can you be sure the time you spent talking to analysts and journalists is going to pay dividends. This preparation should be split into three parts:

- examining the structure and flow of what is being presented
- ensuring the content is effective
- polishing the delivery skills of the management team

## Rehearsal

It is surprising how long companies spend putting together a carefully crafted PowerPoint presentation but then spend no time at all practising its delivery. In our experience, very few people can deliver a powerful message without practice.

### The ideal results presentation

- Headlines – what is the big story of the day?
- Reminder of what we do and what makes us special
- What we did last year
- What we are doing now
- Analysis of what changes make up the numbers
- What we are planning for the future
- Review of the headlines

### Top tricks of the best finance directors

- Review analyst feedback and advice from advisers before planning
- Pitch the talk as if to an intelligent 12-year-old
- Always tell a story to explain what lies behind the numbers
- Cut down the numbers, increase the meaning
- Smile

## How Bladonmore can help you

Bladonmore helps businesses communicate with their stakeholders. We work with banks, financial PRs and advisers to help companies convey their business stories to the press and financial markets. Typically, we would spend one or two sessions with key executives before results presentations, coaching them on how best to deliver their key messages.

### Examples of recent Bladonmore work:

- Coaching FDs and CEOs before their annual results presentations
- Mentoring the directors of multinational companies before analyst presentation days
- Working with AIM IPO candidates and coaching the CEO and FD in presenting their story to potential investors
- Coaching senior executives from FTSE 100 companies to talk to analysts. This included helping seven FTSE 100 CEOs prepare for *Financial Times* interviews

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### Top ten mistakes made in investor presentations

- 01 Not talking the language of investors
- 02 Not having a clear story to tell
- 03 Assuming the audience understands your business, or even knows what you do
- 04 Using jargon
- 05 Trying to convey too much information
- 06 Not listening to, or responding to, previous analyst comment
- 07 Not explaining the stories behind the numbers
- 08 Not having a convincing description of what you are planning to do in the future
- 09 Rushing your talk
- 10 Not enjoying the whole process





## Case study: Statoil

Norwegian oil & gas company Statoil is listed on the London Stock Exchange and the New York Stock Exchange. When the company floated in 2001, it was the third-largest IPO of that year and the 15th largest in history.

### The issue

With demanding targets from analysts on both sides of the Atlantic and shareholders throughout Europe and the US, Statoil needed to demonstrate progress on its stated plan and

prove its flexibility to respond to the growing interest from the short-termist hedge fund community.

The new CEO wanted to prepare the all-Norwegian board for the company's annual Capital Markets day. At this event, the entire board made presentations to more than 150 shareholders and analysts, both in groups and on a one-to-one basis.

Bladonmore was asked by Statoil's London PR agency to develop a coaching programme for the board.

### Bladonmore's approach

Following extensive preparation and planning, Bladonmore spent three days at Statoil's offices in

Norway, individually coaching board members to improve their presentation skills and their understanding of analysts.

Each session was tailored to the individual. While some were new to the board and had no experience of presenting to analysts, others had been involved in the recent float but wanted to develop their skills.

### Results

As a result of their coaching sessions, each delegate significantly improved the quality of their presentations, both in terms of overall delivery and their ability to respond to questioning.

In their feedback, analysts praised the performance of individual

board members and the effectiveness of the Capital Markets day as a whole.

The company's share price rose in the days following the event and

*“Analysts praised the performance of individual board members and the effectiveness of the Capital Markets day as a whole”*

held onto its gains over subsequent months.

Bladonmore has since been used repeatedly by Statoil to coach the company's directors and senior management. **B**



# Bladonmore

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